Reduced Revenue Leakage by 18% by Digitising CPQ & Billing

Client

A SaaS Restaurant Management Software Company

> "We thank CommerceCX for the partnership and professional help. We were able to have honest conversations about implementations and get systems into place efficiently."
>
> -Sales Operations Head, SaaS Restaurant Management Software Company

Background

- Quotations were created using unsecured and editable spreadsheets. Any salesperson with access could change critical data.
- With no version control system in place it was impossible to track the changes.
- By manually recreating quotation details which resulted in redundancy and wastage of critical business hours.
- The system was not able to view the history of each deal negotiation. Only the latest quote was available.
- Deal reviews and approvals created a major backlog whereas even regular deals were delayed due to their manual process
- The order and billing information were in two different systems resulting in data errors and delays. Duplicating data was also very problematic.
- Reporting on SaaS metrics like churn rate, customer acquisition costs was a challenge as customer data was not integrated with the system.

Business Values of Lead to Cash Implementation

- 100% accurate billing data
- 18% Revenue leakage reduction
- 60% of reduction in time spent on redundant tasks
- 100% Data security with right access control

CommerceCX Comes Onboard

CommerceCX agreed to implement Salesforce CPQ and Billing Management solutions. At the end of the implementation, the SaaS Restaurant Management software company could:

- Secure quotations using proper access control mechanisms
- Track all quotes with an effective digitized process
- Track all data in deal negotiations from the initial quote to the latest offer
- Eliminate deal approval backlogs with workflows based on automatic approvals. Only deals with exceptions would need manual approvals
- Save time by using quote templates for immediate creation of quotes
- Automatically synchronize the order and billing system data by removing data errors.
- Provide deeper insights into SaaS metrics like churn rate, customer acquisition costs, and many others.

Benefits

Reduced Deal Review Time

Automation of Quotation generation freed up 60% of deal review time which were put into business development

Eliminated Leakage in Revenue

- Eliminated data errors with customer, order, and billing data in the same system
- 100% accuracy in billing data reduced the revenue leakage by 18%

Streamlined Lead-to-Cash Process

- Streamlined the Lead-to-Cash process through automation
- Merged data together onto a single platform with third-party integration of Avalara, Conga, DocuSign, and Chargent which gave better visibility.

Why CommerceCX?

CommerceCX helps organizations:

- Fix CPQ, CLM, and Q2C implementations
- Create predictable sales cycles through automation
- Make Quote-to-Cash(QTC), Configure-Price-Quote(CPQ), Contract Lifecycle Management(CLM), Billing Management, and Pricing Management solutions error-free.

About CommerceCX

We are Salesforce and Conga's preferred partners. We fixed broken QTC, CPQ, CLM and CRM implementations for:

- 10 of the top fortune 500 companies
- 4 of the world's top 10 system integrators
- One of the top 5 Medical Devices Company
- Largest Pure-Play Coffee Company in the World
- World's Largest Clinical Trials Company