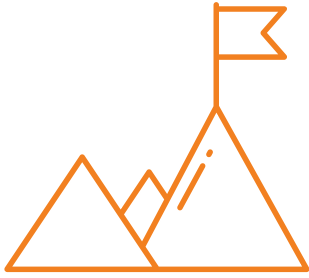


Case Study

Optimized Lead-to-Quote Process with Salesforce CPQ Solutions for French Water Treatment Company

The client is a French multinational commercial wastewater treatment company.



Challenges:

- Inadequate quote management capabilities, leading to higher turnaround time for quote generation and a longer sales cycle.
- Multiple integration points with sync issues causing data irregularities and inaccurate reporting.
- Disparate CRM systems, with each having its master data and no single source of truth.
- All 20 business units following different sales processes with no system-driven collaboration capabilities.
- Data silos leading to a lack of a 360-degree view of the customer information.

LTI Solution:

Leveraged a Design Thinking approach to map business processes across multiple business units and derive a global sales template.

Implemented a scalable Salesforce architecture with advanced CPQ capabilities.

Integrated applications for seamless experience and automation to reduce manual interventions in the lead-to-quote process.

Accelerated rollouts across 15+ countries and 20+ business units.

Business Benefits:

Reduced sales
cycle time.

Streamlined user
adoption.

Ensured higher quote
accuracy and conversion
rates.

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