

A person stands on the edge of a rocky cliff, looking out over a vast, hazy landscape under a bright, golden sunset sky. The scene is captured in a wide-angle shot, emphasizing the scale of the environment.

EMELAR



Continuous
TECHNOLOGIES

SALESFORCE CPQ
customer success story

Quoting Performance Improves Customer Experience

How we helped Continuous reduce quoting time from weeks to minutes

COMPANY PROFILE

Continuous Technologies is a Milwaukee, WI based company that specializes in providing data management, business intelligence, and advanced analytic services to firms in a variety of industries. Continuous understands how to work with professionals in the front, middle, and back offices, as well as a firm's c-suite executives. Continuous installs and configures software packages and believes in making very sophisticated software easy for the end user.

Industry: Computer Software Sales – Specifically Tableau and Alteryx
Number of Salesforce Users: 9
Technology Platform: Salesforce CPQ

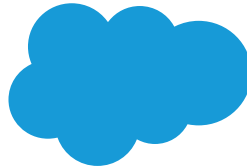
Continuous Faced Three Big Challenges

CONSISTENCY Continuous sales reps had difficulty quoting the correct products with the correct price on a consistent basis.

ACCESSIBILITY Relevant information was not readily accessible by reps while they were with customers.

TIME It took far too much time (6-8 weeks) to send quotes to customers.

The Solutions



SALESFORCE CPQ

CUSTOMIZATION Emelar learned about Continuous' business, mapped out the ideal solution in Salesforce CPQ, and customized the solution to suit business needs.

QUOTING Emelar provided sales reps with powerful, custom quoting capabilities that featured all available options.

INTEGRATION Emelar integrated DocuSign with CPQ, which allowed reps to send quotes to customers for easy and secure signing. quotes and quote templates.

The Results

EFFICIENCY The quoting process is remarkably more efficient than before. Continuous delivers quotes within minutes instead of weeks, which vastly improves the customer experience.

TRUST Sales reps now have greater trust in the products and prices that are listed in Salesforce — as the "source of truth".

OVERSIGHT Continuous Executives have new oversight of quoting activities and receive alerts to review and approve quotes.