



Improving and Standardizing the Customer Experience for a leading US-Based Global MedTech Company

Situation

As global demand increased for its medical and surgical devices, a leading US based global medical technology company sought to standardize its quoting processes and transform from a quote-to-price process to a quote-to-order process. Such an initiative would bring a new level of consistency to the company's operations, reduce its quote-to-customer lead times, and improve its overall customer experience by offering faster turnaround times and standardized pricing.

Solution

Wipro proposed a multi-phased approach using a Salesforce CPQ solution with web-services integration with Oracle and ModelN. Using Salesforce CPQ's Advanced Approvals, sales managers gained a holistic sales view to approve discounts, with document templates setup in Conga to deliver customer quotes quickly and consistently across divisions. Wipro designed a separate solution leveraging Salesforce CPQ to handle very large quotes, a critical consideration for the company's specialty surgery business. Through extensive customization, the system processed quotes in CPQ with maximum of 10,000 lines, with the

quotes sent to the downstream pricing and and contracting system to streamline the process and avoid manual data. The company's dealers were also able to leverage this reimaged system with Experience Cloud, standardizing the company's quote-to-order process regardless of channel.

Business Outcomes

The solution created a single source of truth for customer quotes and enabled the company to deliver consistent customer-facing documents with standardized, professional templates. Using this new CPQ system, the medical-device leader was also able to provide accurate pricing across its business, ensuring the best prices for individual customers by cross-referencing list prices with existing contracts and pricing exceptions. The new system created 575 quotes, 88 of which closed within just 10 days. The Salesforce CPQ deployment continues to provide sales teams a more-holistic view of the customer and ensures the best possible experience throughout each customer's journey.



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