

Driving Operational Excellence Through RCA Enablement

Industry: Automotive Service/Membership

Segment: Enterprise

Revenue: \$3.9 Billion

Employees: 27,000

First Chair partnered to support a leading automotive service and membership organization to modernize its quote-to-cash operations. The engagement focused on eliminating inefficiencies, standardizing complex processes, and implementing scalable digital solutions to support long-term growth and member value.

CHALLENGES

- **Lengthy quoting process** slowed sales productivity and reduced responsiveness.
- **Fragmented data sources** increased complexity and limited data consistency across systems.
- **Uncertainty in CPQ strategy** created the need for long-term alignment on ownership and system roadmap.

SERVICES PROVIDED BY FIRST CHAIR

- Delivered **strategic advisory services** to shape the program direction.
- Designed and implemented **Configure, Price, Quote (CPQ)** capabilities.
- Supported **product and pricing** definition to drive consistency and accuracy.
- Defined **e-commerce architecture** to align with digital-first strategies.
- Established **quoting, order management, and invoicing processes** for end-to-end automation.

SOLUTIONS



FUTURE OUTCOMES

- **Guided selling** implemented to streamline sales and ensure consistent customer interactions.
- **Bundled product quoting** enabled to simplify complex offers and drive higher deal value.
- **Automated invoicing** achieved to reduce manual effort, accelerate billing, and improve accuracy.

