Case Study - Vintage Contractors, Inc.

Industry: Building Contractor
Location: San Francisco, CA
Project: Salesforce CPQ Implementation

Company Overview

Vintage Contractors installs tennis courts, basketball courts and other athletics facilities.

The Challenge

Vintage Contractors was using Big Machines to try to generate their customer quotes, but the product was not working for them. Quotes were difficult to customize. Selecting the appropriate product configuration was difficult resulting in incomplete and inaccurate quotes being sent to prospective customers. Also needed was the ability for their customers to easily and quickly use e signature to approve their quotes.

How We Helped

Before Vintage Contractors and StarrData agreed to work together, StarrData met several times with Vintage to answer their questions about CPQ to help them through their decision-making process of selecting Salesforce CPQ.

For the project StarrData replaced Big Machines with Salesforce CPQ. As part of our process for doing this we went through a discovery process to make sure we captured all of Vintage Contractor's requirements. Then we implemented an Agile development process which allowed the client to see and test out CPQ as we were building it out to meet their needs. During the development process review sessions were scheduled during which the client's questions were answered and changes were made to CPQ that allowed us to better tailor CPQ to meet the client's exact needs.

> *"StarrData could not have been easier to work with. They were easy to communicate with, fast to respond to our inquiries and went beyond anything we asked of them."*
>
> – Liz Simmons, Director of Sales & Marketing, Vintage Contractors

Results

- The client is able to generate more revenue earlier in the sales process.
- Quotes are easier and faster to generate.
- Quotes are more accurate
- Multiple projects can be quoted in a single document.
- Providing electronic signature signoff has resulted in an increase in the percentage of quotes that are approved.

Give us a call today at 510-761-5305 or email us at info@starrdata.com

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