Case Study

brillio

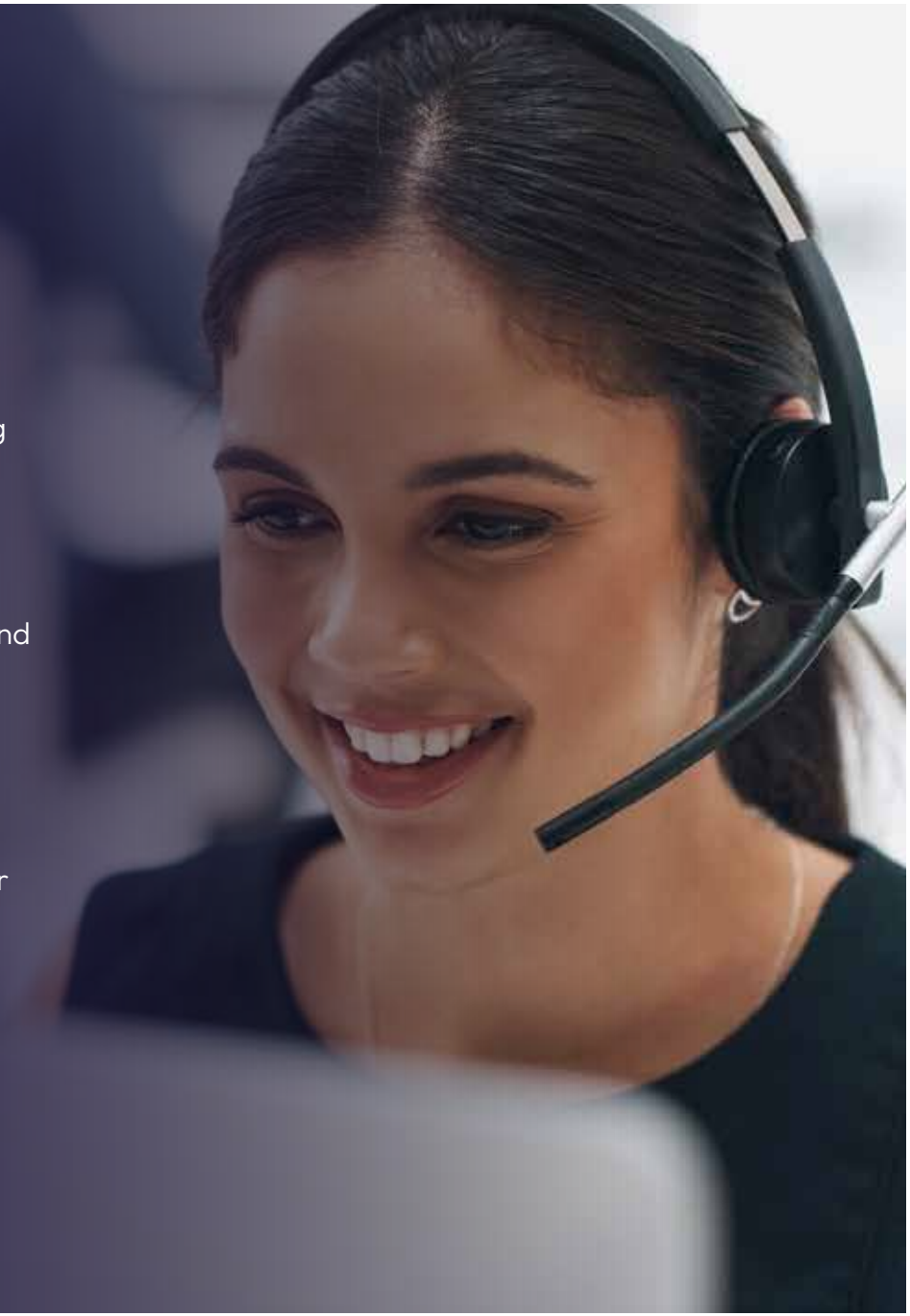


Customer service software provider boosts operations by 38%

Fostering better customer relationships through streamlined processes and data-driven insights with Salesforce Communication Cloud and Industry CPQ (Configure, Price, Quote)

The client is a leading cloud-based customer service software provider, catering to diverse industries worldwide. Specializing in bolstering customer relationships, the client offers integrated solutions that unify support, sales, and customer engagement functionalities. By leveraging innovative technologies, they empower organizations to optimize customer interactions through seamless processes and actionable insights.

The client encountered significant challenges in aligning its marketing and sales efforts to deliver a seamless customer journey and personalized experience. Recognizing the need for integrated automation tools to streamline operations and boost sales effectiveness, the client opted to implement Salesforce CPQ. This decision aimed to simplify complex pricing structures and configurations and foster better collaboration between marketing and sales teams. By leveraging Salesforce CPQ, our client sought to optimize customer engagement, enhance operational efficiency, and ensure a cohesive approach to managing digital assets, thereby driving sustainable growth and customer satisfaction.



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Driving digital transformation with Salesforce Communication Cloud and Industry CPQ

At Brillio, we have consistently demonstrated our ability to manage and optimize quote-to-order processes, configure contracts, and execute complex deals. With a proven track record of excellence, the client chose us as its trusted partner for driving transformative outcomes through innovative solutions tailored to its needs.

Our proposed solution encompassed a comprehensive suite of solutions to optimize pricing strategies and streamline quotation processes. It comprised dynamic pricing capabilities that adjusted rates automatically based on predefined triggers, ensuring flexibility in response to market conditions and contract terms. The integration also facilitated ramp quotations, enabling the client to offer staggered pricing over specified durations, which is particularly beneficial for subscription-based services. Automating the approval workflow within Salesforce CPQ streamlined quotation approvals across multiple chains, minimizing delays and enhancing efficiency. The solution supported the generation of multiple customized proposals tailored to customer preferences and product configurations.

> Creating a unified platform to deliver superior customer experience for business growth and enhanced customer satisfaction.

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Streamlining processes for enhanced operational efficiency and improved sales effectiveness

We played a pivotal role in supporting the client's implementation of Salesforce Communication Cloud and Industry CPQ to focus on automating and optimizing internal processes. Through workshops and strategic solution implementations, we facilitated seamless approvals and renewals crucial for enhancing operational efficiency. Migrating subscriptions from Zuora to CPQ enabled robust support for amendments and improved quoting accuracy, streamlining the sales process significantly.

Furthermore, by consolidating subscription, sales, and service data within a unified platform, we empowered our client to deliver a superior customer experience while identifying cross-sell and upsell opportunities more effectively. Our efforts extended to streamlining asset management and work orchestration, facilitating personalized customer interactions and monitoring asset performance. Integration of A/B testing optimization tool further enhanced the client's ability to refine strategies and maximize campaign effectiveness. Our comprehensive approach ensured that the Salesforce Communication Cloud and Industry CPQ implementation exceeded the client's expectations, driving measurable business growth and customer satisfaction.

The Salesforce CPQ implementation yielded substantial benefits for the client across multiple facets of its operations. By gaining a deeper understanding of the customer journey, the client enhanced its ability to tailor engagement strategies, resulting in more personalized interactions and improved customer satisfaction.

- **38%** increase in the efficiency of sales and deal desk operations
- **32%** increase in successful closure of sales opportunities

> Automating and optimizing internal processes by conducting workshops and strategic solution implementations.

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ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.

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