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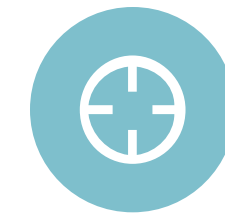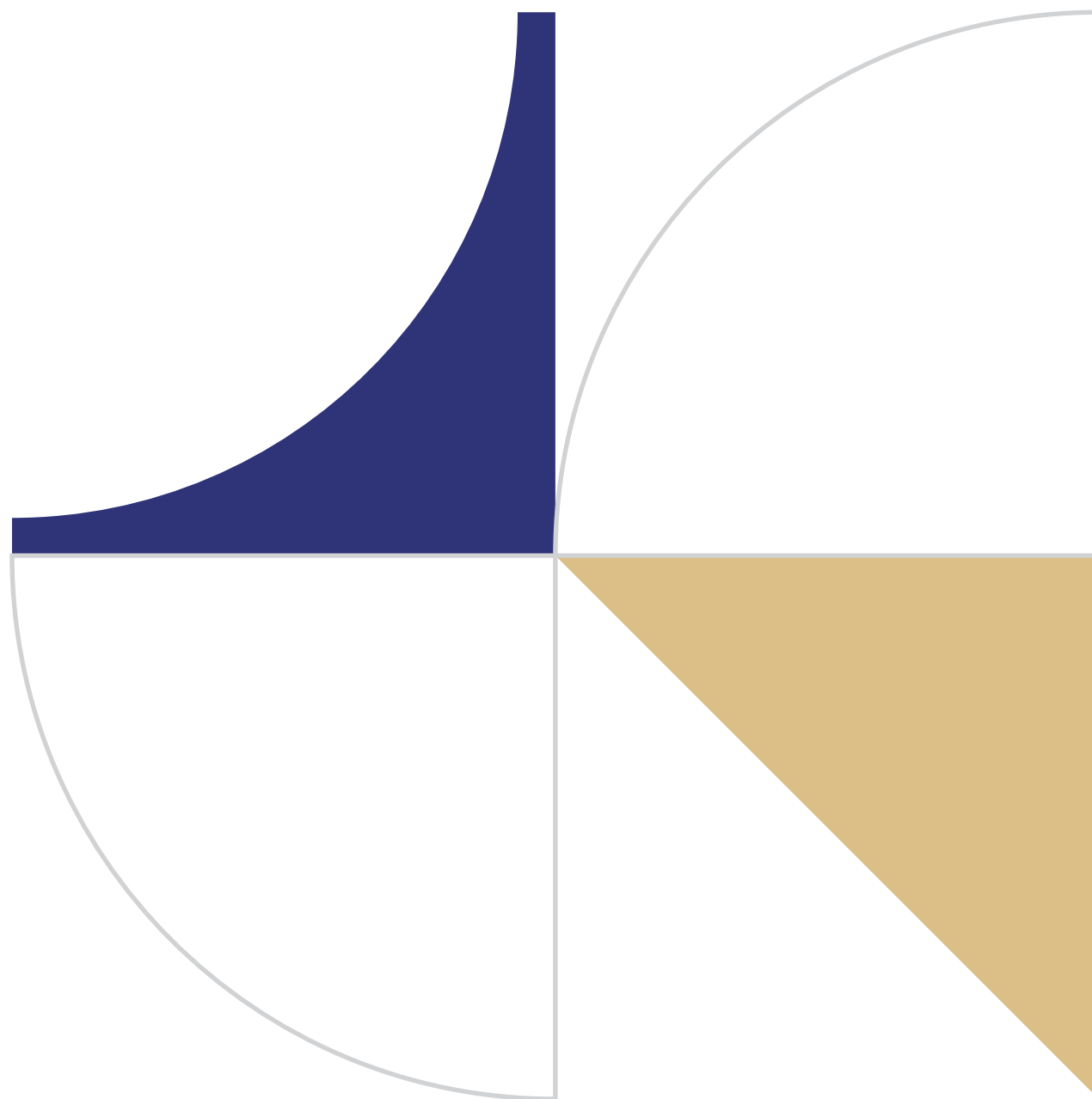# Improving cross sell and up sell through sales process redesign

Overview

The client is a world-leading manufacturer of coding and marking solutions. They cover all major technologies, including continuous and thermal ink jet, laser, thermal transfer overprinting and case coding.

Organization Size: **4000**

Country: **USA**

Revenue: **$10 Billion**

Challenges and Goals

The client's sales IT infrastructure was complex and inconsistent with legacy systems making operations difficult. The current CRM lacked major functions, and had limitations with sub optimal on premise custom CPQ systems. The absence of predictive analytics also impacted the client. Key challenges and requirements were:

- The on-premise custom CPQ systems were not performing optimally leading to increased sales efforts and poor return on investment.
- The client's product portfolio had the potential for upsell and cross sell opportunities was large, but the lack of a predictive analysis system reduced the client's ability to explore this source for revenue increase.
- A connected marketing cloud would enable the client to benefit from upsell and cross sell opportunities, increase revenue and improve ROI.

Solutions

Zensar implemented Salesforce's "Out of the box" solution to seamlessly unify Marketing Cloud with Salesforce CRM. This enabled more efficient lead capture. Our efforts largely focused on:

- Implementation of a structured global rollout of Salesforce CPQ with 5500+ product configurations, 50+ product rules and 25+ pricing rules
- Integration of Salesforce CPQ with Microsoft Dynamics NAV software to update the current products
- Einstein analytics implementation to give the client relevant recommendations to upsell and cross sell products

Business Impact
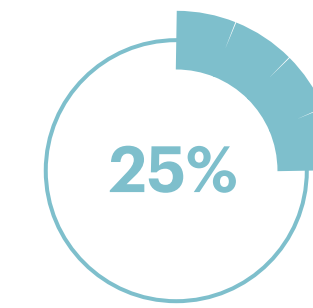
25% Shorter sales cycle

- Salesforce Einstein helped increase customer retention, and customer satisfaction by upto 50%
- Streamlined Lead to Quote management process leading to better pipeline, sales, quotes and contract visibility
- Improved recommendation and next best action prediction for upsell and cross sell

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