

Automating Customer Renewals Improves Retention And Reduces Costs

Industry

Software (Public Sector)

Technologies

- > TIBCO
- > Salesforce
- > Shopify

Challenge

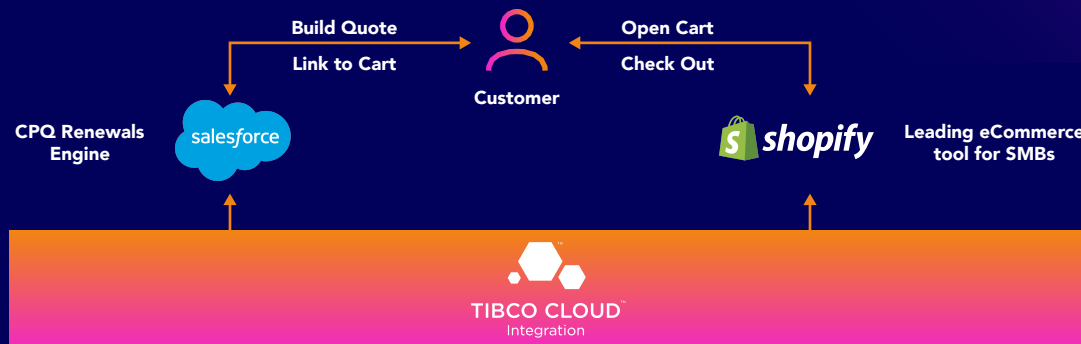
Our Client provides public sector software to manage local governments. It includes public safety, 911, dispatch, finance, HR/payroll, utilities, property tax, and others. Thousands of municipalities and counties subscribe to their software. Thanks to their growth, the renewals department were manually quoting, emailing and booking approx. 6,000 opportunities per year. It was not possible to keep up and an estimated 7 additional FTEs were needed.

Our Solution

Our Client wanted to use automation to automate low value, high velocity renewal transactions and engaged us to implement a solution.

Transactions pass from Salesforce to Shopify inclusive of all pricing rules, and back from Shopify to Salesforce maintaining Salesforce as the system of record.

- > Manage pricing in Salesforce rather than on the eCommerce site
- > Automatically book deals and support downstream systems
- > Free up reps - focus on providing an authentic customer relationship



Benefits

Focus Account Mgrs. on growing or protecting ACV

Before Automation:

62 min
per Renewal

With Automation:

25 min
per Renewal

Efficiency rate improvement:

248%

Headcount avoidance of

7 FTEs

proSkale

www.proskale.com

We're just call away +248 477 3555

hello@proskale.com