

CUSTOMER SUCCESS STUDY

CUSTOMER SUCCESS STUDY: PCM

80% REDUCTION IN QUOTE CREATION TIME



Unlock Your Data • Unleash Your Sales

PROS®



SUMMARY

PCM is one of the world's leading manufacturers of positive displacement pumps and advanced fluid-handling equipment for the Oil & Gas, Food and Industry markets. The company specializes in the design and installation of sophisticated fluid technology solutions to meet complex and challenging requirements.

PCM pumps are distributed worldwide through more than 20 branches and subsidiaries, gathering about 600 employees, and through a network of more than 100 specialized distributors.

All PCM products are customizable and built-to-order to meet the specific requirements of each customer.

PCM selected PROS Cameleon Configure Price Quote to facilitate growth and simplify a complex sales process.

CHALLENGE

Streamline a costly and error prone quotation process.

Prior to PROS Cameleon CPQ, creating quotes was an entirely manual and time-consuming process. The complex products offered by PCM required extensive product expert involvement, resulting in back and forth communication between sales and engineering, which led to delays and errors.

Improve consistency and customer satisfaction .

PCM is organized into three independent business units: Oil & Gas, Food and Industry. Different sales tools used within each business unit caused confusion and delay. Quotations were inconsistent from one sales engineer to another, as they would regularly specify different solutions from the same set of customer requirements. Quotations were not stored in a common format and were difficult to access, complicating efforts to share and leverage information.

The challenge was to find a system that could accurately generate complex quotes, simplify order entry and automatically generate engineering data for production.



SOLUTION

PCM deployed PROS Cameleon CPQ to their direct sales team, distributors and sales administration staff. Now they have a common solution to research and select products from an electronic catalog, configure complex pumps, generate accurate quotes and automate the conversion of quotes to orders. When an order is placed, PROS Cameleon dynamically generates the bills-of-material and routings needed to begin production. PROS Cameleon is integrated with PCM's enterprise systems to eliminate data entry errors and reduce order-to-manufacturing cycle times.

PROS Cameleon provides a centralized repository containing all the information PCM needs to sell complex, customized solutions, including configuration models, pricing rules and engineering data. This repository is easily updated so that changes can be quickly communicated throughout the sales organization. PCM uses PROS Cameleon in both fixed and mobile environments providing the sales team, wherever they are located, with access to information they need to answer customer questions or to quickly update their proposals.

PCM has also deployed PROS Cameleon CPQ for partner self-service. Now distributors are better able to quickly respond to customer requests. They have convenient access to product information, specifications and pricing. They can configure products and place orders without technical assistance from PCM.

Comprehensive needs analysis scripts guide users, even those with little knowledge of PCM's products, enabling them to quickly configure, price and quote customized solutions.

PROS Cameleon helps PCM run its business more effectively by providing detailed sales statistics on orders and revenue by product, territory and customer. As a result, PCM is able to better manage its complex selling and ordering processes. They have gained greater insight into market needs and improved their knowledge of their customers, ultimately improving customer satisfaction and loyalty.

RESULTS

Streamlined quotation process

- 80% reduction in time to create a quote.
- Elimination of expensive quote and order errors.
- Consistent quoting capabilities across sales channels.

Sales team and distributors are more effective

- Increased responsiveness to customer questions.
- Faster ramp time for sales reps.
- More knowledgeable sales reps.
- More useful insights available on accounts and projects.

Improved customer satisfaction

- Products are better matched to a customer's specific needs.
- Customers get accurate and best pricing.
- Orders are accurate and complete.
- Improved ease of doing business with PCM.

“With PROS Cameleon CPQ, we’ve reduced the amount of time needed to generate a customized quote by 80%, while at the same time improving the accuracy and quality of our proposals. We’ve streamlined production costs by reducing cycle times and eliminating order errors. We’ve also experienced significant productivity gains from a reduction in our manufacturing times and costs following a product line rationalization driven by PROS Cameleon, enabling PCM to become more competitive in the marketplace.”

Michaël Moniolle
CRM Domain Director Information
System Management



About PROS

PROS Holdings, Inc. (NYSE: PRO) is a big data software company that helps customers outperform in their markets by using big data to sell more effectively. We apply years of data science experience to unlock buying patterns and preferences within transaction data to reveal which opportunities are most likely to close, which offers are most likely to sell and which prices are most likely to win. PROS offers cloud solutions to optimize sales, pricing, quoting, rebates and revenue management across more than 40 industries. PROS has completed over 800 implementations of its solutions in more than 55 countries. The PROS team comprises approximately 1,000 professionals around the world.

To learn more, visit pros.com.

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