



Success Story

How Salesforce Sales Cloud Automates Lead-to-Contract Processes, **Boosting Productivity by 40%**

Objective

A large US Enterprise wanted to automate its lead-to-contract processes and onboard the new cell and gene therapy business unit. They required expert consultation and implementation services for a unified platform, so they partnered with Exavalu.

Challenges

Our client relied heavily on MS Word for lead, quote, and contract generation processes. This stifled their agility, slowed contracts and led to inconsistencies and errors. They maintained and tracked all the necessary information through Excel sheets and captured contract changes, reviews, and approvals through email. They lacked a single source of truth for leads, opportunities, customers, products, pricing, quotes, and contracts. The absence of centralized document storage or automation slowed down contract execution, resulting in limited and cumbersome reporting and analytics.

How Exavalu Drove Change

Exavalu adopted a collaborative approach and implemented a Sales Cloud solution. This automated their end-to-end lead-to-contract processes. We applied data migration best practices to convert and upload all the CGTS data, establishing a single source of truth / C360. Our solution automated testing for the entire part of the organization using Salesforce, accelerating their time to value.

Benefits

- Enabled the business to execute all processes digitally.
- Reduced manual activities due to Salesforce Automation.
- Accelerated the contract lifecycle management process.
- Streamlined and centralized data and file maintenance.
- Established well-defined metrics and measures for better reporting.
- Facilitated faster turnaround time in sales cycles and contract execution.

Key Highlights

80%

Reduction in manual efforts across the Lead-to-Contract cycle.

35%

Increase in opportunity conversions.

40%

Improvement in overall productivity, efficiency, and standardization.