



CASE STUDY

CPQ Implementation for Casino Floor Operation



US based company that produces slot machines and provides financial equipment and a suite of integrated financial services tools to casinos that enable secure transactions, streamlined credit & debit card processing and thwart money-laundering threats.

Business Problem

- Poorly differentiated products, with limited ability for the Sales reps to customize proposals
- Manually intensive and intricate process to quote Cash Access opportunities, requiring expert users
- No track record in existing system about the products installed at customer locations
- Complex Sales process and practices, requiring much work offline, snap-ons etc.
- Lack of automation across various processes left room for human error and degradation of data.



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Business Solution

- Empowered sales reps with ability to configure their own proposals within the salesforce implementation
- Guided configuration approach to drive pricing, approvals and outputs
- Consolidated, streamlined approval processes manageable through email responses
- Use of Salesforce CPQ package to focus on the Configure-Price-Quote processes, delineating it from the forecasting and renewals processes
- Price and quote ability directly within the Salesforce environment, automating complex cash access pricing and quoting

The Eternus advantage

- Streamlined, automated profitability analyses through simplified, automated sales process efficiency
- Legally compliant, controlled and monitored sales process through streamlined contract generation
- Condensation of 40+ processes and approvals within simplified tiers through a complex, exhaustive CPQ implementation

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About Us

Gauri is a UK-based consultancy helping our customers to compete and grow using digital initiatives.

Through long-standing partnerships with our clients, we have consistently delivered successful business outcomes for over 10 years.

Our niche focus and a motivated team has helped us to develop our depth of expertise:

- Transition to intelligent CRM on the Cloud
- Connected Cloud, hybrid (on-premise with Cloud)
- Cross-application integration
- Business Intelligence
- Supply chain solutions and integration with ERP

Each one of our customers sees us as a partner they can trust to deliver; someone who will stand by them through challenging situations.

