



Customer Success Story

A leading supplier of brewing ingredients unfolds a **personalized buying journey** to its customers by leveraging **MDQ feature of Salesforce CPQ**

About the Client

The client is a leading supplier of finest brewing ingredients to craft brewers, winemakers, home fermentation retailers, craft distillers, and cider makers throughout North America.

Solution

- MDQ (multi-dimensional quotation) deployment helped client tailor customized quotes for its privileged and other customers alike
- Streamline entire quote process by configuring price rules that combined custom objects for custom price list
- Integrate both US and Canadian currencies in the price

Benefits

- ✓ 45% reduction in quoting time
- ✓ Boosted sales team performance
- ✓ Neat and user-friendly configuration
- ✓ Streamlined guided flow for processing deals accurately and quickly
- ✓ Personalized experience for customers/buyers

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