

Easynet Connect

Industry

Advance Connectivity,
Business Broadband,
Business and Managed
Services

Application

Solution to automate the
configuration, pricing,
quotation (CPQ) of Easynet
Connect's new business,
renewals and upgrade
processes

"The Webcom solution allowed Easynet Connect to fulfill its vision of a single view of the customer in one solution. Webservice CPQ integrated with Salesforce has allowed us to step up our customer service from good to exceptional. This not only supports our drive for world-class customer service, but has significantly improved our internal efficiency and has enabled us to scale the business far more effectively"

Richard Britton,
CIO, Easynet Connect

Webcom Solutions

Websource CPQ

- Proposal and Quotation Processing Sales Configuration Engine
- E-Catalog
- Shopping Cart
- Reporting
- Multi-level Channel Support
- Approvals
- Salesforce Integration

Webcom Professional Services

- Product Modeling
- Project Management

Challenges

- Existing system had seven data and application sources required for sales representatives to interact satisfactorily with their prospect or customer
- Book to Bill time was taking too long
- Net Promoter Score (Industry standard measurement) was not improving as quickly as required
- Order defects were at an unpredictable percentage of overall orders

Results

- Single integrated system providing greater productivity (Webservice CPQ, Salesforce, Cast Iron and integration to Financial System through Salesforce Appexchange)
- Sales feel the new solution is 'Great'. Used to have to deal with seven systems now it is one
- Book to Bill time has significantly decreased
- Customer service has gone from good to exceptional
- Customer interaction has improved-'WebSource CPQ has significantly increased the customers' understanding of what they are ordering'
- Net Promoter Score trend is improving

Business Challenges and Objectives

Easynet Connect had a vision of a single view of its customers. They needed to change the way they interacted with customers and improve the level of service and responsiveness.

The sales system alone involved seven separate systems and overall some seventy systems and data sources were interlinked with the customer experience.

The Solution Approach

Webcom's *sales configurator software*, WebSource CPQ, was implemented to handle the configurations for quotations and orders, along with Salesforce to hold records of customer information and manage the leads and opportunities.

Easynet Connect implemented the first phase of the project with a small team, introducing an entire new product range, revised all sales processes and replaced the seventy existing systems with WebSource CPQ. Easynet Connect is now adding third party catalogues and integrating their external fulfillment system with WebSource CPQ so that product attributes (Routers, Network Exchange, BT Lines) are passed to the third party fulfillment system. Book to ship to bill times are further improved.

WebSource CPQ will also provide the solution to their more complex and bespoke tendering proposals.