

# The Customer Success Guide to Configure, Price, Quote (CPQ) Solutions

**Today, mobility, flexibility and autonomy are all requirements of the modern workplace.**

Your manufacturing operation is a leader the industry, but at times can still struggle with challenges such as lead generation, effective direct sales, customer self-service channels and internal operations when offering highly configurable products. As the changing expectations of the B2B digital commerce landscape trends towards a B2C experience, manufacturers must accelerate the digitalization of their business in order to compete.



This new landscape has created a non-linear buying journey for your prospects. They can come through any channel, at any time. From marketing to customer success every customer has different requirements and expectations for their buying experience. For manufacturers to successfully execute a meaningful digital transformation, they need to better understand their customer buying expectations. Once those expectations are understood, leaders within the organization are better equipped to achieve their goals from marketing, sales, engineering, and servicing.

Every department of your business is different, so utilizing solutions that have applications across the organization can put your company miles ahead of the competition. Digital transformation is at the center of manufacturers attention and many are searching for new ways to gain an advantage. Configure, Price, Quote solutions (CPQ) with visual configuration is the solution that enables manufacturers to work fast, efficient from anywhere.

Now that your marketing, sales and engineering teams to use CPQ to accelerate the sales and improve operational efficiencies it's time to take the customer journey to the next level. That means giving your customers the opportunity to make their own products on their own time with customer self-service.

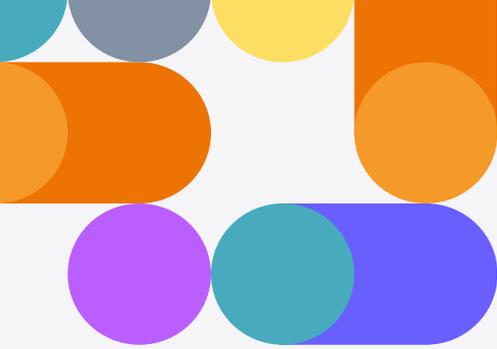
Customer self-service enables your customers to access your full portfolio offering, request quotes and visualize their products, all online for a unified and modern buying journey. Customers working on their own time won't need to wait around for sales and engineering teams to give them the thumbs up on configurations when they create 100% accurate quotes on their own time. This drastically improves the speed customers can get their products.

Dealers are also searching for more when they buy from manufacturers. Total cost of ownership is something buyers want considered before they purchase products. How long will products in the field last? When will they need to be serviced, and where? These are all important questions that can be quickly answered using CPQ. Included in quotes dealers and buyers can see exactly how much a product will cost over its lifespan as well as when milestones are hit to service new parts.

Every production line and industrial site is unique and has its own challenges. With that in mind, our service solutions are designed to help you get the most out of your industrial equipment. We combine analyses of production data with know-how and expertise in order to enhance your productivity and quality, while keeping you cost efficiency maintenance under control.

## **A new Journey Requires a new solution**

Success isn't linear and neither is the current buying journey. From search to service your company has a unique



opportunity digitalize and transform how you do business. The new B2B buying journey demands speed and precision from every channel.

Tacton is Industrial manufacturing's Configure, Price, Quote (CPQ) SaaS partner for design to sales automation. Our 'Trusted Configuration' engine provides the backbone to support your customers' fast and flawless digital buying experience.