

TPC Wire & Cable

Improves Customer Experience
and Operational Efficiencies
with **Tacton CPQ**

Introduction

TPC Wire & Cable is a renowned industry leader in high-performance wire and cable products designed for demanding industrial applications and rugged environments. However, they faced several challenges in their sales quoting process and pricing optimization which impacted their overall customer experience. With laborious and manual workflows involving multiple systems, TPC Wire & Cable recognized the need for an integrated solution to simplify their operations, reduce lead times, and deliver accurate quotes. This case study highlights how TPC Wire & Cable leveraged Tacton's CPQ (Configure, Price, Quote) solution to revolutionize their business processes, enhance customer experience, and drive operational efficiency.

TPC Wire & Cable identified several pain points in their existing processes:

- Lengthy and ineffective quote delivery process, which negatively impacted customer experience.
- Manual and error-prone workflows across different systems, leading to inefficiency.
- Pricing issues and inaccuracies.
- Lack of consolidated data in Salesforce leading to inadequate sales performance tracking.
- Engineering backlog and time-consuming quote creation.

TPC Wire & Cable adopted Tacton's CPQ solution to address their challenges and optimize their operations.

System Integration

Tacton enabled seamless data integration from Epicor ERP and multiple systems into Salesforce, creating a unified platform for sales representatives.

Simplified Workflows

Tacton streamlined pricing, quotes, and configuration data, making them feel seamless within Salesforce. This simplification improved accuracy and reliability of quote data, enhancing the overall sales process.



Enhanced Reporting Capabilities

With Tacton, TPC Wire & Cable gained easy and consistent reporting options, empowering them to showcase operational results across various departments.

Elimination of Engineering Backlog

Tacton's solution significantly reduced the time required to deliver quotes, improving price administration and alleviating the engineering backlog. Moreover, Tacton's software allowed TPC Wire & Cable to save valuable time, enabling them to focus on more critical tasks.

Results

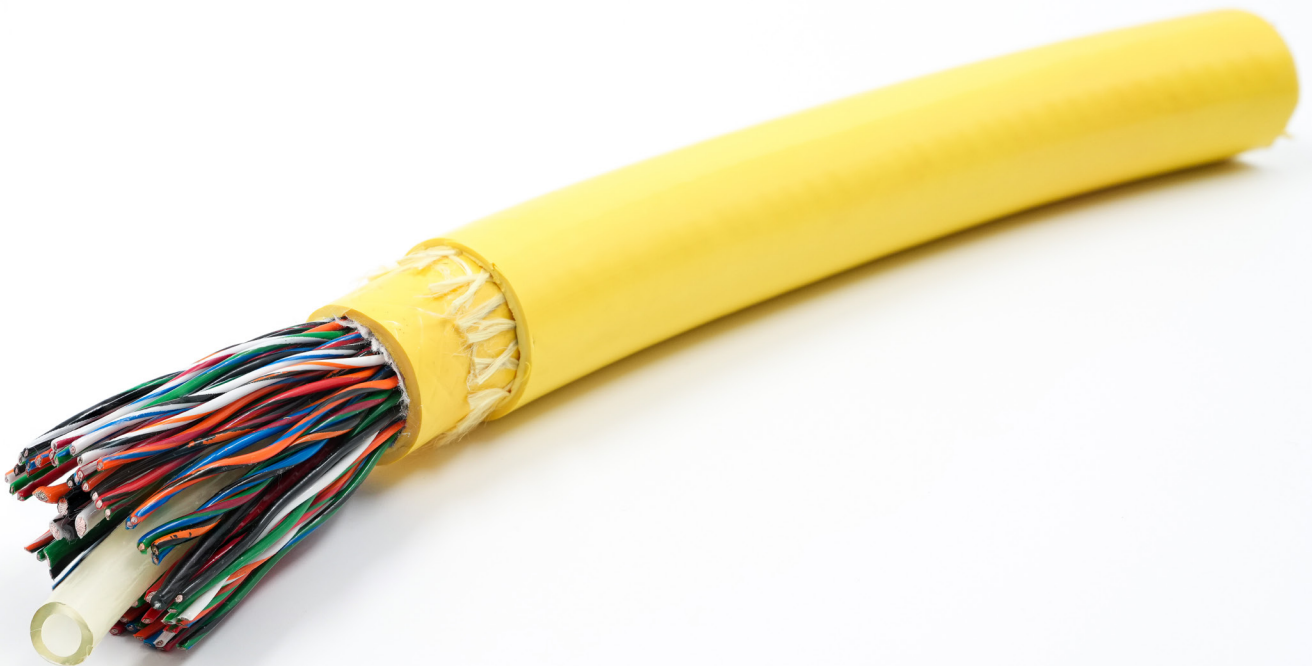
TPC Wire & Cable achieved multiple improvements and new benefits after implementing Tacton's CPQ solution:

- **Improved customer experience:** Tacton helped TPC Wire & Cable consolidate all customer requirements, resulting in a customer-first approach and enhanced overall satisfaction.
- **Stronger operational efficiency:** The configure, price, and quote process showed significant improvements, benefiting workflows across all teams and facilitating business scalability.
- **Integrated data and seamless availability:** Tacton's solution seamlessly integrated data and improved the quote-to-cash process, providing TPC Wire & Cable with a strong foundation for operational success and enhancing the customer experience.
- **Continuous support:** Tacton's services team provided ongoing support even after implementation, ensuring TPC Wire & Cable had assistance whenever necessary. The intuitive nature of the software allowed TPC Wire & Cable's managers to make updates independently.

Tim Gerardi, Director of Sales Operations at TPC Wire & Cable, said:

“Tacton has helped our business overall. We’ve been able to do things with Tacton that we were never able to do before because the data is fully integrated and all available seamlessly now. We consider Tacton to be the foundational technology improving our quote-to-cash process, dramatically improving our customer experience.”

By working with Tacton, TPC Wire & Cable successfully transformed their operations, delivering accurate quotes in a timely manner, improving customer experience, and achieving significant operational efficiencies.



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Tacton is a leading SaaS company trusted by global manufacturers. Tacton Trusted Configuration simplifies sales for manufacturers of complex products. Tacton's Configure Price Quote software is named a Leader by Gartner in the Magic Quadrant for CPQ Application Suites and is recognized for its advanced product configuration and visualization capabilities. Tacton's founders pioneered computer-based product configuration which today powers Tacton CPQ and CAD Design Automation. Since 1998, Tacton is trusted by global customers such as ABB, Daimler, MAN, Scania, Siemens, Xylem, and Yaskawa. It is co-headquartered in Chicago and Stockholm, with regional offices in Karlsruhe, Warsaw, and Tokyo.