

Customer Success

# Elevate Revenue and Customer Satisfaction with Salesforce

aMind's implementation services transform pricing to improve customer service through faster cost-based pricing, improved quote flow and automated renewals.



## Background

Industry: Telecommunications  
Headquarters: Edinburg, Virginia  
Founded: 1902  
Salesforce CPQ

## Salesforce CPQ and Billing Software

aMind delivers an end-to-end quote-to-cash solution.



**Channels**  
Internal sales



**Countries**  
North America



**Integration**  
DocuSign

## CPQ Challenges

Shentel selected Salesforce CPQ software and aMind's implementation services to deploy Salesforce opportunity-to-contract.

This solution provides collaborative selling between sales and engineering for Shentel's B2B telecommunication services. This includes on and off-net private networks, dedicated internet and VOIP services. Salesforce enables Shentel to:

- Establish a single source of truth for pricing and approval criteria that drives deal guidance across pre-qualified "lit" locations, near-net services requiring network build-out, and circuits with one or more type 2 /off-net components.
- Replace spreadsheet-based quoting tools and email processes with a system-driven process and master data for products, pricing, approval, customer-facing documents, notifications and sales contracts.
- Drive deal guidance through a combination of financial metrics calculated by the system using pricing, margin, capital expenditures and operating expenses.
- Replace a spreadsheet-based, manual and error-prone process used to cost deals that require engineering work.



*I have had the pleasure to team up with the aMind team to develop a thorough and logical system architecture for my client's CPQ implementation. As expert consultants in the telecommunications field it is imperative that we partner with experts like aMind. They have shown they understand telecom and the intricacies that drive unique CPQ requirements.*



– Todd Rismiller, President Exactpoint Technologies (lead consulting advisor to Shentel)



## CPQ Modules



### CPQ

Quote

Proposals

Approvals

Contracts

Reporting

## Salesforce CPQ Software

aMind delivers opportunity-to-contract for collaborative selling.

**Configurable Product Bundles** along with fixed/simple bundles and standalone products.

**Lookup Price Rules** for price, cost and margin calculation and summation on the quote.

**Quote Calculator Plugin** to aggregate financial calculations at bundle and quote line group levels.

**Term and Quantity Discount Schedules** to discount standard pricing.

**Advanced Approvals** for engineering, sales, and finance approval chains.

**Native Quote Templates** for generation of customer-facing and internal documents against approved quotes.

**DocuSign** for sending proposals to customers for electronic signature, with counter-signature recipients dynamically determined based on total deal size.

**Contract-based Amendments and Renewals.**

## CPQ Results

Thanks to Salesforce and aMind's implementation experts, Shentel's sales and engineering teams collaborate to deliver more accurate quotes much faster.

**Account Executives** create quotes for one or more service locations, apply discounts and adjust margins, and present proposals to customers for acceptance via electronic signature.

**Sales Engineers** augment off-net quotes with build-out and installation information.

**Finance Managers** review and approve quotes based on financial metrics calculated over a specific threshold.

**Engineer Managers** review and approve quotes by looking at capital expenditure criteria based on build-out and installation costs.

**Sales Managers** review and approve quotes based on financial metrics calculated by the system using a combination of commercial/pricing and cost/engineering inputs.

**Operations** extracts data for accepted quotes and close won opportunities out of the system for leading into downstream ordering and billing systems.