

PCM

Streamlining an inefficient and complex sales process to improve performance and customer satisfaction

PCM is one of the world's leading manufacturers of positive displacement pumps and advanced fluid-handling equipment for the oil, gas, food and industrial markets. The company specializes in the design and installation of sophisticated fluid technology solutions to meet the most complex and challenging requirements.

PCM pumps are distributed worldwide through three subsidiary companies in Canada, Germany and the United Kingdom, and through a network of more than 100 specialized distributors.

All PCM products are customizable and built-to-order to meet the specific needs of each customer.

To facilitate growth and optimize a complex sales process, PCM selected Cameleon.



“With Cameleon we’ve reduced the amount of time needed to generate a customized quote by 80%, while at the same time improving the accuracy and quality of our proposals. We’ve streamlined production costs by reducing cycle times and eliminating order errors. We’ve also experienced significant productivity gains from a reduction in our manufacturing times and costs following a product line rationalization driven by Cameleon, enabling PCM to become more competitive in the marketplace.”



Michaël Moniolle
CRM Domain
Director Information
System Management



Challenges

PCM selected Cameleon to meet the following challenges :

Streamline a costly and error prone quotation process

Prior to Cameleon, creating quotes was an entirely manual and time-consuming process. The complex products offered by PCM required extensive product expert involvement, resulting in excessive back and forth communication between sales and engineering, which led to delays and errors.

The challenge was to find a system that could accurately generate complex quotes, simplify order entry and automatically generate engineering data for production.

Improve consistency and customer satisfaction

PCM is organized into four independent business units defined according to their activity sectors: Industrial, Energy, Food and Environmental. Different sales tools used within each business unit caused confusion and delay. Quotations were inconsistent from one sales engineer to another, as they would regularly specify different solutions from the same set of customer requirements. Quotations were not stored in a common format and were difficult to access, which complicated efforts to share and leverage information.

The company's growth had stretched their inefficient processes to the breaking point, requiring the implementation of a common company-wide solution to facilitate the sharing of information and to leverage knowledge.

Solution

PCM implemented Cameleon for their direct sales team, distributors and sales administration staff as a common solution to research and select products from an electronic catalog, to configure complex pumps, to generate accurate quotes and to automate the conversion of quotes to orders. When an order is placed, Cameleon dynamically generates the bills-of-material and routings needed to begin production. Cameleon is integrated with PCM's enterprise systems to eliminate data entry errors and reduce order-to-manufacturing cycle times.

Cameleon provides a centralized repository that contains all the information PCM needs to sell complex, customized solutions, including configuration models, pricing rules and engineering data. This repository is easily updated so that changes can be quickly communicated throughout the sales organization. PCM uses Cameleon in both connected and mobile environments. This provides the sales team, wherever they are located, with access to information they need to answer customer questions or to quickly update their proposals.



PCM has also deployed Cameleon for partner self-service, enabling their distributors to autonomously create quotes so that they can react more quickly to customer requests. Distributors have convenient access to product information, specifications and pricing. They can configure products without technical assistance and can place accurate orders whenever they want. Comprehensive needs analysis scripts guide users, even those with little knowledge of PCM's products, to help them better understand the customer's requirements, enabling them to quickly configure, price and quote customized solutions.

Cameleon helps PCM run their business more effectively by providing detailed sales statistics on orders and revenue by product, territory and customer. As a result of deploying Cameleon, PCM is able to better manage their complex selling and ordering processes. They have gained greater insight into market needs and improved their knowledge of their customers, which has improved customer satisfaction and loyalty.

Results

Streamlined quotation process

- Time needed to create a quote was reduced by 80%
- Expensive quote and order errors have been eliminated
- Quotes are now consistent regardless of the sales channel

Sales team and distributors are more effective

- Customer questions are answered in real-time
- Sales training requirements have been reduced
- Representatives are more knowledgeable and professional
- Accounts and projects are tracked more effectively

Improved customer satisfaction

- Products are better matched to a customer's specific needs
- Customers get accurate and best pricing
- Orders are accurate and complete