

Eliminate Barriers to Complex Sales

An unsatisfactory customer experience was driving customers away. AGCO needed a solution to quickly meet their customer needs.

Challenges:

- Non-standardized quoting processes
- Lengthy manual quote process
- Distributors unwilling to endure poor CX practices

Solution:

- Integrate ERP, mobile-enabled CPQ, and commerce solutions
- Modern, fully responsive user experience
- Provide digitally engaging product sales

Products Leveraged:

- Oracle CPQ Cloud
- Salesforce CRM
- Oracle JDE

Return on Investment Boost

Farm equipment manufacturer, AGCO, distributes their products via network of 3,100 independent dealers in 140 countries, but poor customer experiences were causing users to flee. After implementing CPQ, AGCO saw 237% ROI in the first 12 months post implementation.

Company: AGCO

Headquarters: Duluth, GA

Industry: Manufacturing

