

Success Story – Private Equity

Technology ‘Right Sizing’ drives \$774,847 in annual platform savings

The Challenge

A \$23M eCommerce platform provider over-invested in their lead-to-cash platform causing multiple data silos, data integrity issues and a host of applications their teams do not use or even know exists.

They turned to Quick Start Strategies to help them optimize their technology-based tools to operate effectively, market efficiently, and enable sales and service teams to provide an optimal customer experience.

The goals of the project were to:






- Save employees time by not ‘swivel chairing’ between multiple, non-integrated applications
- Identify and renegotiate or sunset those applications where they can save money
- Consolidate multiple instances of the same or similar applications
- Create and maintain a single source of truth for customer data

The project resulted in **\$774,847 in annual license fee savings with a 9X ROI.**

The Results

This private equity eCommerce platform provider started seeing project impact within 60 days of engagement. Early impact included reduction in license fees, consolidation of data silos and improved customer service.

Actual impact in first 12 months included:

-  Consolidation of two instances of Salesforce.com and negotiation of new seat licenses: \$277,536
-  Switching marketing automation solutions and services from Pardot to Hubspot: \$42,180
-  Migrating telephony platform from New Voice Media to 8X8: \$337,891
-  Moving chatbot technology from Intercom to LiveChat: \$76,800
-  Transferring credit scoring service from Equifax to Laser: \$40,440

To learn more visit: www.gsstrategies.com