



## CriticalRiver helps a leading Hi-tech company eliminate manual processing and transformed digital fueling growth

### The Customer

Customer is a leading provider of cloud contact software, with over 2000+ customers worldwide, the customer is helping its customers with 3 billion+ customers interactions annually.

### Business Challenge

- Contracts were processed and reissued manually
- Billing team manually processing upsell and down sell amendment opportunities
- Solutions/functionality was not available in lightning experience
- Salesforce CPQ to Zuora integration is not reliable and causes integration issues

### Solution Delivered

- Automating the reissuing of contracts
- Automating to process the amendments thus removing the need of manual effort
- Implemented classic to lightning migration simplifying user experience
- Implemented batch job that will validate subscription line data
- Automated some of the steps in Incident life cycle
- Enabled migrating from Classic to Lightning
- Helped CPQ related changes

### Impact Created

- Elimination of manual processing significantly improved user digital experience
- 63% increase in processing time enabled faster time-to-market
- Automation enabled 43% reduction in operational and IT costs
- Incident life-cycle eliminated unwanted steps helping accelerate processes
- Enabled employees to improve, enhance customer experience

### Solution Component

Salesforce CRM, Sales Cloud, Apex , Lightning Components, CPQ