



Digital Sales Transformation with CRM + Pricing

A leading packaging manufacturer transformed its sales process by embedding Pricing-as-a-Service engines into its new CRM system. This innovation **turned the CRM into a central hub for all pricing activities**, significantly improving efficiency and profitability.

Challenges

- **Rapid Growth Through Acquisition:** The company's expansion resulted in disorganized data and fragmented manual sales processes.
- **Ineffective Pricing Consultants:** External consultants struggled to manage the complexity and pace, often delivering incomplete solutions, such as one-off Excel files.
- **Bottlenecks in Manual Pricing:** The transition to a digital sales transformation highlighted manual pricing as a critical obstacle.

Solution

The company partnered with Revenue Analytics, leveraging its Pricing-as-a-Service solution to revolutionize its pricing approach. Key steps included:

- **Cleaning, mapping, and automating** the messy data architecture.
- **Integrating pricing engines** directly into the new CRM system.
- **Automating pricing actions** for new quotes and existing customers within the CRM.

Results

+180 bps

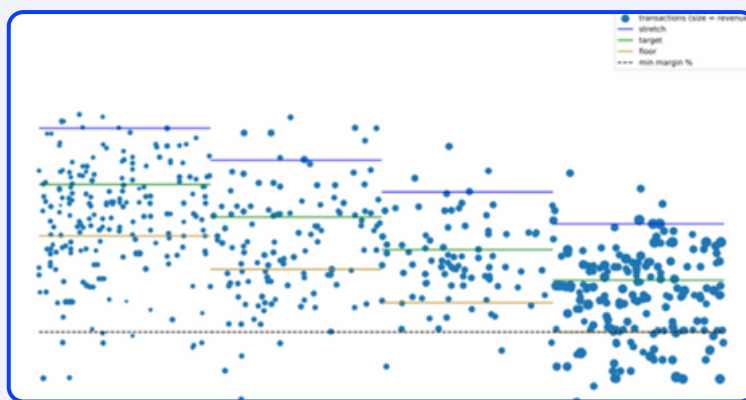
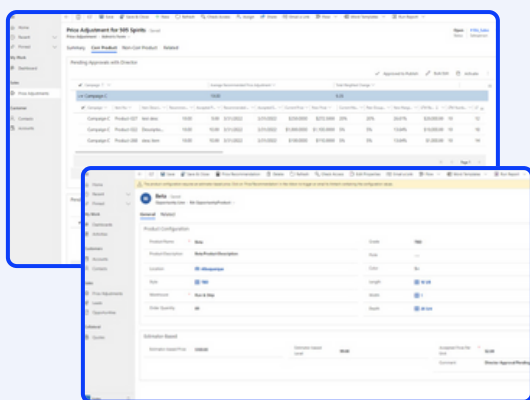
Incremental margin improvement

100% digital quoting

streamlined, automated, and accurate

Enhanced visibility

with full transparency into commercial performance



This strategic digital sales enablement initiative reduced sales cycle times, maximized sales compliance, and delivered measurable financial benefits, setting a new benchmark for commercial excellence in the packaging industry.

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