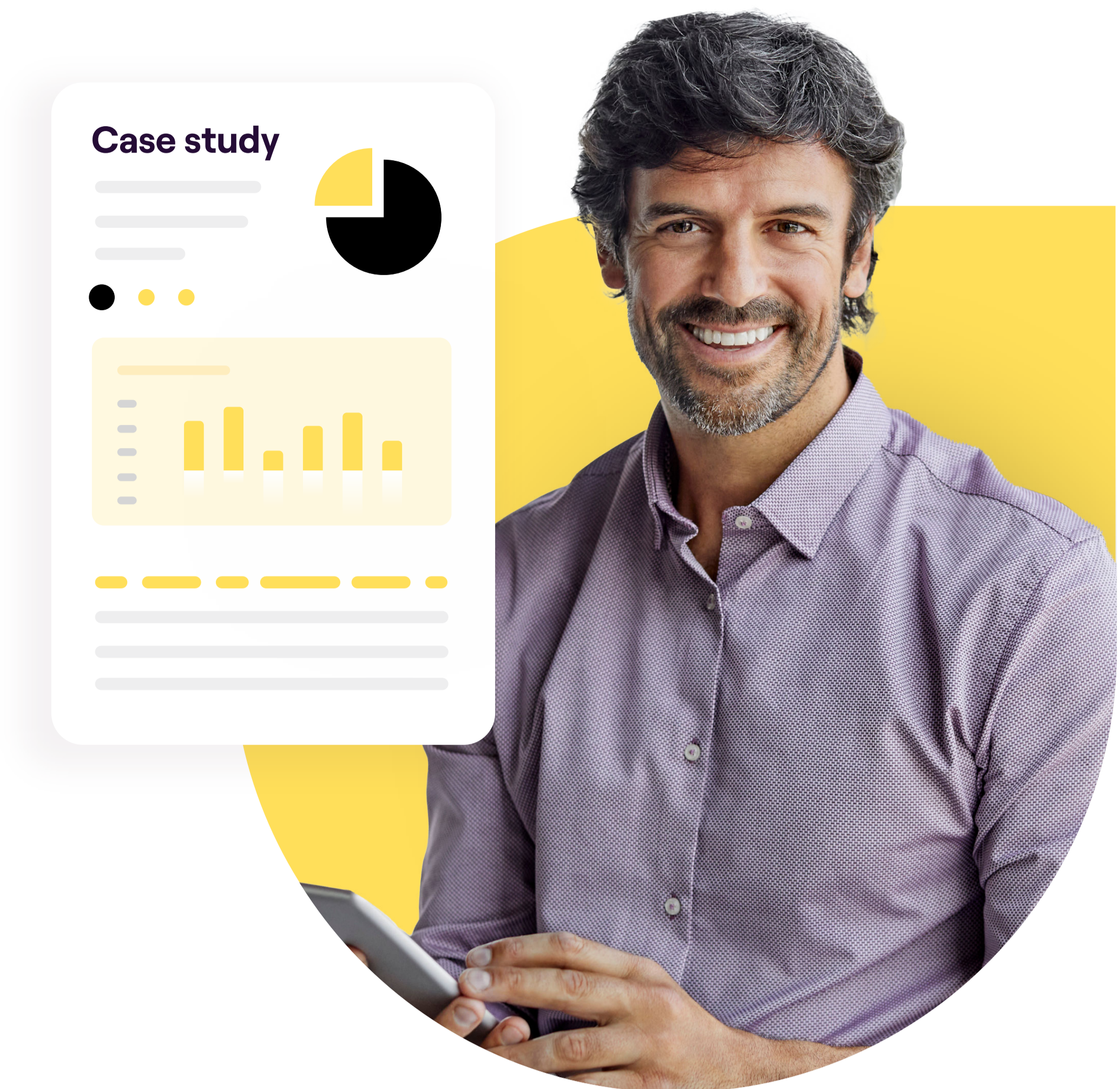


Namogoo Reduced Its Time-to-Close to Seven Days with DealHub CPQ



NAMOGOO | Case Study

Namogoo was founded in 2014 with the understanding that brands are investing time and effort to deliver the ultimate customer experience, but not seeing a good return on this investment. Namogoo set out to provide brands with the necessary tools to truly experience their customers' journeys from the customers' point of view. With this insight, Namogoo assists its customers in shaping digital customer journeys to fit each and every shopper.

Key Challenges

Speed at Scale

In the past, Namogoo's solution targeted enterprise customers, with long sales cycles, and a six-month time-to-close. Thanks to the success of its solution, Namogoo entered the mid-market with much faster deal cycles. Namogoo needed a tool that would accommodate its exponential growth and enable their teams to send quotes quickly and move the sales process forward.

Product Complexity

Namogoo has several products, including two new solutions which were introduced at the same time. The team needed a tool that would handle this product complexity from start to finish, and beyond-in cross-sells and up-sells.

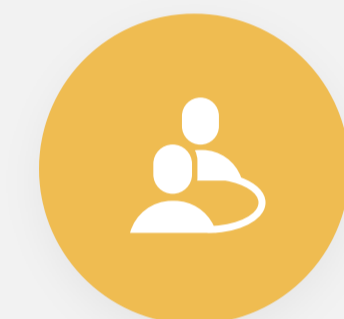
Manual Processes

Like many other scaling organizations, Namogoo was using manual processes and disparate tools throughout its sales cycles. The outcome was error-riddled quotes that were slow and cumbersome to generate. Namogoo sought a solution that would empower its Sales team to create accurate quotes in minutes and minimize the burden on other departments in the company.

Solutions Used



CPQ



DealRoom



"The system "breathes" with the business. It can flex and change "in-flight". Nothing is set in stone. It's made a real difference for us."

Mika Weider

Director of IT Solutions

About Namogoo

Namogoo is the world's first Digital Journey Continuity platform, seeking to combine soaring business goals and happy customers.

The Solution

The team faced several viable options to go forward; spanning from building the required IT solution, to sourcing one out. Following an internal discussion, the Namogoo team decided to acquire a solution rather than build one in-house, to avoid burdening the IT team. Once the decision to acquire the tool was made and market research was conducted, it was clear that DealHub's CPQ was the best solution.

No-Risk Implementation

For a fast-moving company to get a new tool is risky. Namogoo was concerned about the time requirements for CPQ implementation. The team was conscious of other CPQ solutions, which take months to implement and require third-party involvement for ongoing management. The heavy-coding of traditional CPQ solutions increased Sales teams' dependency on external support for even the simplest of changes.

DealHub's CPQ is not only quick to implement, but also brings in expertise, business acumen, and best practices acquired through hundreds of set ups and implementations. DealHub's team provided end-to-end support, playing a critical role in making the onboarding process fast, easy, and risk-free.

DealHub's CPQ solution was implemented in just 12 weeks boasting a 100% adoption rate.

Sales, Empowered

Namogoo sought to accelerate its sales cycles and run a more efficient, streamlined process. The team chose DealHub's CPQ solution to liberate Sales professionals from the burden of manual tasks, while providing guided selling to walk them through configuration.

Using DealHub's dynamic Playbooks and structured discounting, Namogoo Sales pros can now easily and intuitively configure even the most complex bundles, relying on pricing and product offerings that are always up-to-date.

With DealHub CPQ, the Namogoo team is completely independent of third-party involvement.

Thanks to DealHub's no-code solution, the team can make and manage changes with no delays and no additional budget. This agile configuration environment enables Namogoo to address changing business needs in real time.

Go Digital

Most of the Namogoo deal cycle was managed using fragmented manual tools. Sales professionals would need to review Excel sheets, input data manually, and keep track of the deal process.

DealHub CPQ digitally transforms the process and the experience. Pricing and products are always current and available at a glance. The team has more visibility into the process, which is now streamlined and automated.

As Namogoo continues its growth, governance and compliance become more complex and more necessary. DealHub's CPQ solution provides cross-team transparency, bringing in Legal and Finance into the discussion earlier, and enhancing control.

Results

Shorter Sales Cycles

The numbers speak for themselves. Using DealHub's CPQ solution, Namogoo significantly shortened its deal cycles. Generating accurate quotes is now a breeze using dynamic Playbooks, requiring 2-3 minutes instead of days.

Automated workflows and overall connectivity reduced Namogoo's average deal time-to-close to seven days, compared with six months previously.

Deal Insight

Using DealRooms to send quotes and interact with customers, provides Namogoo with valuable data regarding buyer intent. Namogoo can see buyers' engagement with the digital DealRoom. This gives insight into each individual deal, but also, to all deals. By analyzing DealRoom data, Namogoo can better understand its customers and optimize their journey.

**See what DealHub
can do for you!**

[Request a Demo](#)