



Wealth.com achieves 100% process adoption and 60% faster quotes with DealHub CPQ

wealth | Case Study

Wealth.com is transforming the estate planning sector by offering cutting-edge AI-powered technology solutions to financial advisors, benefits departments, and individuals seeking to safeguard their legacy through estate planning. As Wealth.com experienced rapid growth, there arose an urgent need to expand its quoting, proposal, and contracting processes. With a sizable surge in field representatives and a considerable volume of contracts, ensuring a superior customer experience and adherence to pricing guidelines became imperative.

Challenges

Designing quote creation and proposal process

Wealth.com faced multifaceted challenges in its quest to enhance its digital estate planning platform, particularly in designing a robust quote creation and proposal process that aligned with its business objectives and customer needs. Quoting was done in an offline manner that was tedious and had multiple resources touching and reviewing proposals being prepared. This presented the complex challenge of establishing rules and approval flow processes to ensure consistency and accuracy in quote creation and approval. The company needed to define clear guidelines and workflows to streamline the quoting process while adhering to pricing guidelines and customer preferences.

Selecting a technology to streamline processes

Identifying the right technology solution to streamline its processes and enhance the user and customer experience posed a significant challenge for Wealth.com. With multiple options available in the market, the company needed to conduct a thorough evaluation of CPQ solutions to find the best fit for its requirements. This involved assessing factors such as functionality, scalability, integration capabilities, and user-friendliness to ensure alignment with the company's goals and objectives.



Solutions used



CPQ



DealRoom



DealHub has been one of our favorite technology implementations in the last few years at Wealth.com. It has enabled our sales team to get quotes out to valued future customers efficiently and intuitively. The DealRoom has been a complete level up for our proposals that are going out the door to match the high standards we have across our organization in providing the best digital estate planning services to the market.



Tim White

Chief Growth Officer,
Wealth.com

Technically implementing and managing solution

Once a technology solution was selected, Wealth.com encountered challenges in implementing and managing it effectively post-implementation. This involved technical complexities related to integration with existing systems such as their Salesforce CRM, data migration, user training, and ongoing maintenance. The company needed to ensure seamless integration of the chosen technology solution with its existing infrastructure while minimizing disruption to day-to-day operations. Additionally, effective management and maintenance of the solution were essential to optimize its performance and functionality over time.

Solutions

LeanScale's unique approach to CPQ implementation

LeanScale, a seasoned CPQ implementation partner, stands out with its unique selling proposition focused on optimizing diverse business processes. Specializing in CPQ integration, LeanScale excels at seamlessly incorporating solutions like DealHub into current workflows. It leverages its expertise to assimilate various business processes, crafting CPQ implementations tailored to the specific needs of each client.

Gathering data and current user experience

LeanScale initiated a deep dive into Wealth.com's existing quote and proposal production process. This involved collecting data and feedback from users to gain a thorough understanding of the current workflow and pain points.

Vendor evaluation

LeanScale conducted a thorough review of multiple CPQ (Configure, Price, Quote) solutions available in the market. This evaluation aimed to identify the most suitable technology solution that aligned with Wealth.com's specific requirements and process objectives.

Implementation and integration with Salesforce

Upon selecting DealHub as the preferred CPQ solution, LeanScale took immediate action to implement and integrate it seamlessly with Wealth.com's Salesforce (SFDC) platform. This involved configuring DealHub to align with Wealth.com's unique business processes and ensuring smooth integration with existing systems.

Designing proposed processes

LeanScale worked closely with DealHub and Wealth.com's functional leadership to develop and refine proposed process flows. This collaborative effort resulted in the selection of a well-defined process that optimized efficiency and effectiveness while aligning with the organization's goals.

Ongoing management and maintenance

Beyond the initial implementation phase, DealHub, together with LeanScale, continues to support Wealth.com by providing ongoing assistance in adapting to pricing changes, introducing new products, and making adjustments to their Go-to-Market (GTM) processes. This proactive approach ensures that Wealth.com remains agile and responsive to evolving business needs while maximizing the value derived from DealHub CPQ.

Summary

Before DealHub, Wealth.com's quoting process operated offline, requiring significant manual effort and involving multiple resources to review proposals. However, with the exceptional support of the DealHub account team and RevOps partner LeanScale, the company swiftly implemented DealHub. This streamlined their process, providing peace of mind knowing that proposals were being accurately prepared with fewer resources needed for vetting. The entire executive team found relief in this efficiency. Moreover, they immediately noticed an improvement in conversion rates from proposals to contract execution.

Through a collaborative partnership with DealHub and LeanScale, Wealth.com successfully navigated its challenges and achieved remarkable success in transforming its processes. Leveraging expertise, Wealth.com designed best practice processes and selected DealHub CPQ to streamline its operations effectively. The implementation of DealHub was swift, with LeanScale's support, allowing Wealth.com to go live within just six weeks, a fraction of the typical timeline of 3-6 months.

With LeanScale and DealHub's guidance, Wealth.com's team fully embraced the new processes and technology, achieving a 100% adoption rate and ensuring compliance with pricing guidelines. As a result, Wealth.com experienced a significant improvement in quote turnaround time, reducing it by 60%. The seamless integration of DealHub with Salesforce further empowered Wealth.com to scale its operations efficiently and effectively.

Overall, LeanScale's collaborative approach, coupled with DealHub's innovative solutions, enabled Wealth.com to optimize its operations, enhance efficiency, and deliver exceptional customer experiences. This successful partnership underscores the importance of expert guidance, tailored solutions, and seamless integration in driving business transformation and achieving tangible results.

About Wealth.com

Wealth.com revolutionizes estate planning with AI-powered solutions tailored for financial advisors, benefits departments, and individuals. As the sole tech-led end-to-end estate planning solution designed specifically for advisors, covering 100% of U.S. jurisdictions, Wealth.com empowers advisors to scale their offerings to a broader clientele, breaking down barriers to estate planning and fostering a dynamic ecosystem.

About LeanScale

LeanScale, founded by seasoned operators from B2B tech firms, offers proactive problem-solving and tailored support for long-term success. With dedicated teams for each project, LeanScale ensures continuity and a deep understanding of client's needs. Trust LeanScale to alleviate the operational burden of RevOps and drive efficiency in achieving business goals.

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

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