

Managing Multiple Deal Renewal Types

The Challenge

The client's renewal process was inefficient and risky. Managing cyclical deals with varying renewal timelines relied heavily on manual tracking, which led to missed opportunities and wasted time. Key issues included:

- Renewal deals were triggered manually, often after deadlines, based on an arbitrary one-year post-sale timeline instead of clients' actual "End of Service" dates.
- Equipment upgrade deals, triggered every fourth renewal cycle, were difficult to track without cumbersome spreadsheets, leaving room for error.

The Solution

We automated the client's renewal process by setting up workflows to create renewal deals based on End of Service dates, and track equipment upgrade cycles. This system automatically triggers renewals 90 days before a service ends and flags when equipment upgrades are due every fourth renewal, all without manual intervention.

The Impact

- Eliminated the need for manual tracking of End of Service and Equipment replacement dates in spreadsheets.
- Automated deal creation, saving time and ensuring no upcoming renewals or equipment upgrades were missed.
- Provided real-time visibility into client renewal and equipment upgrade timelines.
- Increased efficiency in managing complex renewal workflows, freeing up the team to focus on higher-value tasks.

The Details

Industry:
Healthcare

Business Area:
Sales

- Tools Used:**
- Workflows
 - Custom properties
 - Multiple deal pipelines

