

# Heineken

## Customer Success Story

### Heineken Streamlines Sales Process for Dramatic Productivity Improvement

#### Challenge

Heineken recently implemented CPQ for use by sales reps in its Dutch market. They've streamlined the process within a few months. Before deploying CPQ, account managers spent vast amounts of time building these complicated quotes and agreements. They worked in several applications and practically had to create documents from scratch. Sales can now pre-configure quotes and agreements before they even visit the customer, with a prompted questionnaire that quickly makes them experts about product variations, pricing, discounts, timing, etc.

*Amsterdam, Netherlands*  
[theheinekencompany.com](http://theheinekencompany.com)

#### Corporate Details

Heineken is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 300 international, regional, local, and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution, and focused cost management.

#### Benefits

- Create complex quotes and agreements quickly and easily.
- Improve accuracy with guided selling functions – no opportunity for errors.
- Centralize sales process from Dynamics CRM.

#### Products

- Dynamics CRM

## Solution

With CPQ, account managers have everything they need to finalize and present a quote or agreement to their customers within a single visit. Updates and changes can be processed with a few clicks—if a quote or agreement is feasible, the CPQ processes it instantly. If there's an issue, prompts and alerts the account manager directly to enter the right information.

## Result

Our CPQ tool enables HEINEKEN to maintain a single Microsoft Dynamics CRM database that holds all pricing and product information. Sales account managers can launch the CPQ directly from Microsoft Dynamics CRM and work through a guided sales process with assurance that all information and records are always current and centralized with the Dynamics database. The full CPQ – Dynamics marriage ensures businesses work with one version of the truth.

Overall, 120 sales account managers reduce the time they spend creating and updating agreements by 50+ hours per week.



“CPQ is easy to work with and allows us to create complex quotes and agreements in a short time frame. CPQ is simple to use; it's got a great look and feel, and offers the best value for your investment.”

– Jaap Versnel  
Business Analyst

