



CASE STUDY

Silverpoint Homes

Configure, Price, Quote to Build Faster, Easier and More Profitably



SilverpointHomes

Silverpoint Homes is one of the largest modular home retailers in the U.S. with four regional sales centers spread across North Carolina, Virginia and West Virginia, and nearly 1,200 homes sold over the last 20 years. New modular home quotes that used to take days, now take under two hours using Vendavo® Intelligent CPQ. Transparency has improved, margin variation has been reduced, and Silverpoint sales consultants are delivering an overall better customer experience.

INDUSTRY

> Manufacturing

CHALLENGES

- > Speed up the modular home quoting and pricing process that in the past has taken days.
- > Implement a cloud-based solution that's fast and easy for both sales consultants and customers.

SOLUTIONS

> Vendavo® Intelligent CPQ

RESULTS

- > Reduced quoting and pricing process from two days to two hours.
- > Improved pricing accuracy and transparency for sales consultants – and customers.
- > Leveraged Vendavo Professional Services to speed deployment and establish framework for continuous improvement and optimization.



Mark Stover
Managing Partner

There are millions – yes millions – of possible unique combinations when it comes to modular home-building.

In a bathroom alone, when you consider cabinets, countertops, fixtures, tubs, showers, lights and windows, the total number of unique combinations comes in just over 1 million.

And manually calculating these myriad combinations can very quickly lead to several problems.

Sales consultants and customers are easily confused. Mistakes can occur. And pricing can turn out to be surprisingly high and low.

None of these are good for sales, operations or customer experience. And Mark Stover has firsthand experience with all of them.

Stover is managing partner of Silverpoint Homes, which operates four modular home design centers in North Carolina, Virginia and West Virginia. He loves the business and the joy of bring new home ownership to customers but knows well the complexity and risk of quoting and pricing very complex and expensive products.

He handles sales, marketing and operations and said inaccuracies and excessive time spent creating quotes were the driving factors in his decision to implement Vendavo® Intelligent CPQ.

"We were juggling spreadsheets, calling manufacturers, and doing everything manually, which meant it took us days to develop quotes and we had a lot of errors that cost us money and credibility with our customers," Stover said. "Vendavo has allowed us to create a more accurate and productive process for our sales consultants, as well as our customers. Now we build quotes "live" right in front of our customers so it's transparent and fast. It's an overall better shopping and quoting experience for everyone."

ACTION: Transforming the Quoting and Buying Experience

The intuitive user interface of Vendavo Intelligent CPQ was a big selling point for Stover. It had to be easy to use and understand for his consultants, as well as his customers.

"Initial training took less than an hour for our sales team to understand the configure and quote process," Stover said. "Customers also find it easy to use and like the pricing transparency and ability to make their own selections on tablets that are mirrored with flat panel displays."

The quote process has an intuitive and attractive flow to guide customers through each available selection. Customers get exactly what they want, plus the quotes are more professional and well-designed.



Enhancing Quoting Clarity

1. PRICE TRANSPARENCY BUILDS CONFIDENCE AND TRUST

Vendavo Intelligent CPQ provides instant visibility to all possible configurations for more accurate pricing and margin calculations.

2. PRODUCT KNOWLEDGE IN ONE PLACE

Vendavo serves as the single source of truth for options and pricing that streamlines selling and make decisions easier.

3. FASTER TURNAROUNDS AND MORE REPEATABLE MARGINS

Quoting and pricing now done in one to two hours, instead of days. Target margins achieved more accurately and more often.

"The layout and design look great and reflect well on our company," Stover said. "Building a home is a big decision and our proposal materials have to look top-notch and be clear on customer selections. This establishes trust and clarity to enable more sales."

With limited IT resources, Silverpoint selected Vendavo training and implementation resources to get the solution up and running.

"The admin module and data import interface were pretty straightforward and allowed us to do most of the initial setup," Stover said. "Our Vendavo project manager was outstanding at teaching us the platform and making sure we could maintain it ourselves."

OUTCOMES: Payback in less than a year

Stover said the Vendavo solution has already paid for itself in less than a year. Faster, more accurate and better-looking quotes are simply more persuasive and more effective. Having one system and one source of truth also makes it easier to maintain.

"We can confidently offer more options at the right prices which adds to customer selection and choice, and ensures our profitability," Stover said. "In some cases, we've even lowered prices on certain items because we know exactly where they need to be, and we don't have to guess."

Stover said the biggest benefits with Vendavo have been in speed and accuracy.

"Being able to prepare a quote in two hours, instead of two days is a big deal for us," Stover said. "Vendavo enables us to bring more product knowledge and pricing transparency to the process, our customers can make better decisions, and everyone has a better experience."

Customer feedback has been very positive, and trends in close ratios are expected to improve.

"Customers have been very pleased with the live quote process," Stover said. "It eliminates the opaque black-box feeling and long wait times of the previous quote method and they can instantly see what other options do to their pricing. When trust levels goes up, sales levels go up."