



Silverpoint Homes Builds Faster, Easier, More Profitable Quotes with Vendavo



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 CPO. Transparency has improved, margin variation has been reduced, and Silverpoint sales consultants are delivering an overall better customer experience.

Challenge

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. 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 bringing 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 allows them to create a more accurate and productive process for sales consultants, as well as customers. The team can build quotes live, in front of customers so it's transparent and fast.

"It's an overall better shopping and quoting experience for everyone," Stover notes.



"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."

– Mark Stover, Managing Partner



Solution

The intuitive user interface of Vendavo Intelligent CPO was a big selling point for Silverpoint Homes. It had to be easy to use and understand for consultants as well as customers.

Initial system training took less than an hour for the sales team to understand the configure and quote process and customers also find it easy to use and like the pricing transparency and ability to make their own selections on the 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.

The layout and design look great and reflect well on the company. Building a home is a big decision and proposal materials must 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 Professional Services to get the solution up and running. The team considers the admin module and data import interface straightforward and allows them to do most of the initial setup.

"Our Vendavo project manager was outstanding at teaching us the platform and making sure we could maintain it ourselves," Stover said.

Benefits

- Faster, more accurate, on-brand quotes
- Total ROI in under one year
- One system for a single source of truth
- Easy access to product options for expanded customer selection and choice
- Transparency through the quote process for increased customer trust
- More efficient sales
- Positive customer feedback
- Easy implementation



"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."

- Mark Stover, Managing Partner

"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 go up, sales go up."





About Vendavo

Vendavo partners with the world's leading companies to accelerate growth and profitability, advance innovation, and build more prosperous communities. Our powerful, cloud-based, AI-powered pricing, selling, and prescribing solutions empower global manufacturers and distributors like Ford, Dell, and Medtronic to manage, optimize, and digitize their end-to-end commercial processes. But we offer so much more than software. Our proven, repeatable process, and passionate, experienced people lower risk, accelerate value, and drive profitable, unrivaled business outcomes for our customers. We are passionate about helping our customers deliver the right products, at the right prices, at the right time, for the right people.

Vendavo is headquartered in Denver, with offices in Czech Republic, India, and Sweden.

For more information, please visit <http://www.vendavo.com>