### Chargebee

#### **CASE STUDY**

# How Coorpacademy Streamlined their Quote to Cash Process





Coorpacademy is a Learning Experience Platform based out of Switzerland that offers tailor-made courses for corporate training and workforce up-skilling.

### Coorpacademy needed a solution that could:

- Automatically update their CRM and accounting system
- Enable CSMs to convert upsell opportunities faster
- Make financial reporting easier

### Chargebee

# The Problem: Sales Process Inefficiencies

- Coorpacademy had a frustratingly long sales cycle: negotiations with enterprise customers over custom price quotes were a complicated, time consuming process.
- Customer Success Managers (CSMs) found it hard to raise a quote or create an invoice on Zuora, which delayed their response to upgrade requests from customers.
- Once a quote was accepted, the business development managers (BDMs) had to manually update customer and price details on Salesforce, Xero and Upflow.

### **After Chargebee**

- When a customer creates more courses or adds more seats to their subscription, the CSM creates an upgrade Opportunity on Salesforce, and can send a customised Chargebee Quote immediately.
- As the invoice line items from Chargebee are synced with Salesforce, the finance team is able to create forecast reports without leaving the comfort of Salesforce.
- With billing, subscription and pricing information all available in one place, Salesforce has become the single source of truth across Sales, Success and Finance teams.
- Coorpacademy's sales team now quotes custom prices that are tailor-made for their customers. Navigating customers from quote-to-cash is now an efficient process.

#### **Tech Stack**

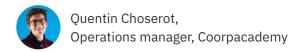
**Payments** Stripe

**Accounting** Xero

Sales & Marketing MailChimp, Salesforce



Our Customer Success Managers used to take half a day to bill a customer. And now with Chargebee in the workflow, they take just half the time of that. That's the main KPI you see. We increase productivity of CSMs and use less time to bill our customers.



### **Top SaaS Companies Trust Chargebee to Manage their Subscription Billing**









2500+ customers \$3bn+ revenue processed

## Supercharge your revenue growth with Chargebee

Schedule a demo