

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

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.

Tech Stack

Payments

Stripe

Accounting

Xero

Sales & Marketing

MailChimp, Salesforce

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.**

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.



Quentin Choserot,
Operations manager, Coorpacademy

Top SaaS Companies Trust Chargebee to Manage their Subscription Billing



Envoy



freshworks



shawacademy

2500+
customers

\$3bn+
revenue processed

Supercharge your revenue growth with Chargebee

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