

FOURTH EDITION

GROWTH RESULTS FROM REVENUE CLOUD CUSTOMERS

See how Salesforce Revenue Cloud helps leaders grow their business.

salesforce



What You'll Find in This Report

Now more than ever, you're measuring innovation with one simple consideration: Does it speed up revenue?

Revenue Cloud can help. We're bringing the complete quote-to-cash continuum onto one integrated platform with Salesforce CPQ and Salesforce Billing, so companies can open up new paths to revenue – faster. We give sales and finance access to high-quality customer data at every touchpoint, and we reduce time and error in getting quotes and invoices out the door.

In this report, we share results from a survey of our customers, with insights on the real-world benefits of our solution.

Methodology

From June 23 through July 29, 2020, Salesforce conducted an online survey of 199 business leaders and users from within our Revenue Cloud customer base. Respondents came from across many industries, most commonly from technology, but also from financial services, healthcare, retail, and manufacturing.

Meet Astro and Friends

They're here to help guide you through the great outdoors (and this report) in the spirit of fun, adventure, and exploration. Why? Because that's what Salesforce is all about – empowering people to blaze their own trails and being part of something greater.

If you want to know more, check out Trailhead, the fun way to learn about Salesforce.

Get started today at salesforce.com/trailhead.



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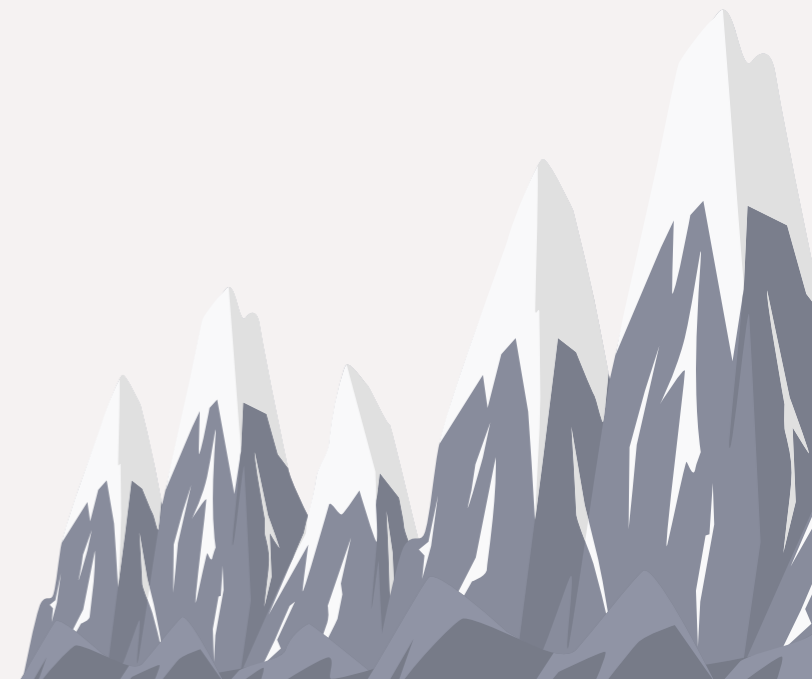
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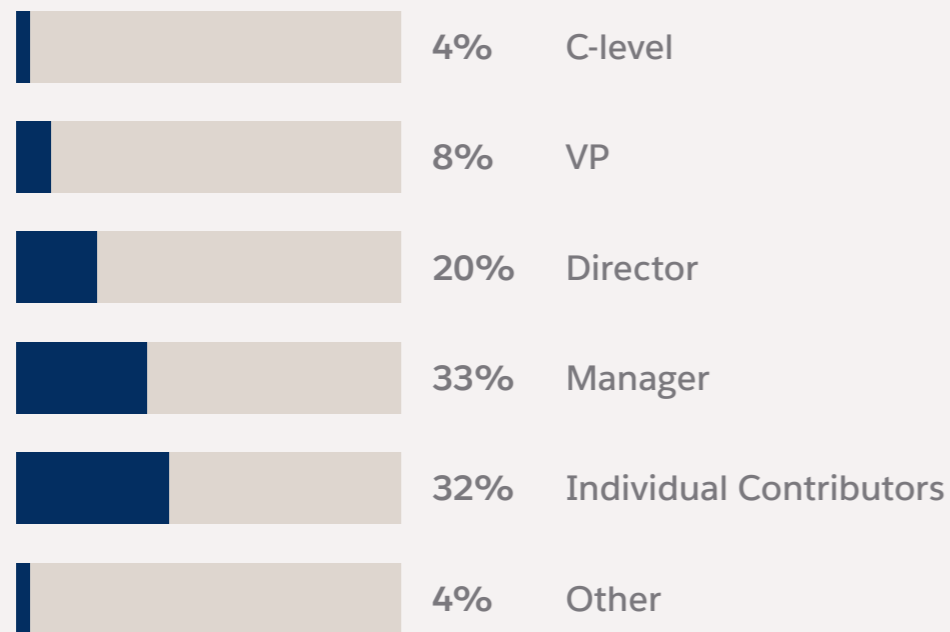


01

Customer Survey Demographics

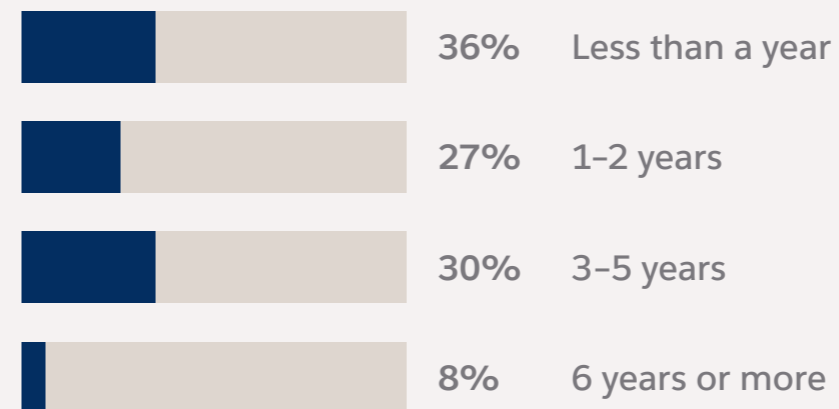
Participant Role

Respondents included leaders and users alike. The population was roughly split into thirds among directors and above, managers, and individual contributors.

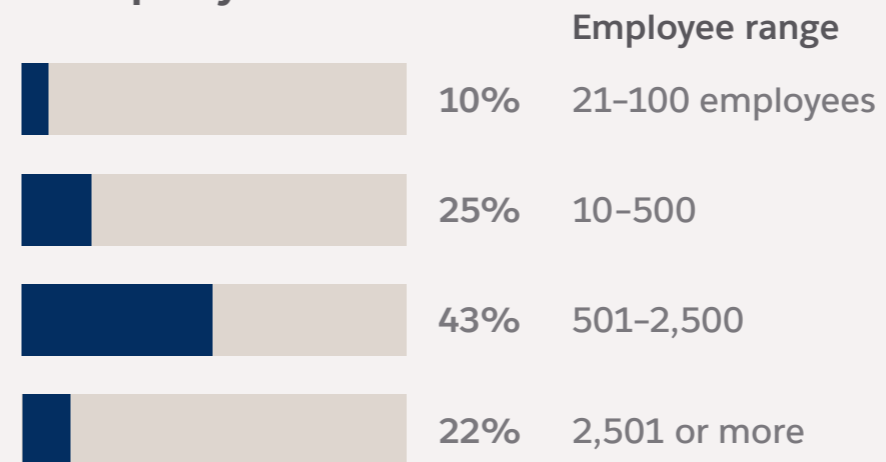


Usage Period

On average, respondents were customers of 2.3 years, and they included both newer customers of under a year, and also early adopters of 6 years or more.



Company Size



02 Benefits of Salesforce CPQ

Our customers experienced gains in accuracy, speed, and productivity, even as they built new and complicated business models.

“CPQ is a powerful sales tool that enables my company to produce accurate and highly configured quotes for customers – especially in complex transactions. We’re not only selling more; we’re also selling faster, as it automates the sales cycle.”

New Realities Hit Outside Reps Hardest

Accuracy



Speed



Visibility



Revenue



03 Benefits of Salesforce Billing

Finance and accounts receivable are struggling to bill for recurring customer relationships, as they often come with follow-on transactions – like renewals, add-ons, swaps, and extensions – that old billing systems were never designed to handle.

So, we reimagined billing as a customer touchpoint, and we brought the complete revenue lifecycle onto the world's #1 CRM. Now, data flows automatically from customer relationship management, to configure price quote, to order management, to billing – ready for your ERP. For the customer, things feel natural, easy, and possible. What's on the contract is what's on the bill.

“As with CPQ, as a developer and admin, Billing has taken a huge load off my shoulders, as the previous functionality we used was all custom-built and hard to maintain.”

Salesforce Billing customers today are early adopters, so these are early results and they come from a small sample size of 59 respondents. These customers experienced faster collections, more renewals, better quote-to-cash conversion, and fewer invoice errors.

11% improvement in number of days outstanding (DSOs)

10% improvement in renewal rates

12% improvement in quote-to-cash conversion

11% reduction in number of invoice disputes

“Everything is streamlined and easy for our team to use, and it boosts productivity.”



Conclusion

For businesses that are innovating on revenue, Revenue Cloud can help you move faster, reduce errors, and break down barriers between sales and finance.

Take a closer look with the resources below.

See Revenue Cloud in action and check out our ROI calculator to see the benefits of Revenue Cloud for your business

[CALCULATE ROI >](#)

[WATCH DEMO >](#)



