



# CONFIGURE ONE

Transforming a cumbersome quoting process and optimizing dealer sample programs

## Case Study

### Hu-Friedy

One of Hu-Friedy's most successful and innovative product lines is its Instrument Management System (IMS), featuring an innovative cassette container that allows dental tools to be easily cleaned and sterilized. However, the Hu-Friedy sales team found it difficult and time consuming to develop accurate configurations and create proposals for customers.

In February 2005, Hu-Friedy introduced Configure One's CPQ solution to their sales team. By empowering the sales team to create proposals, Configure One has reduced the quotation process from days or weeks, to hours.

In addition, Configure One has helped Hu-Friedy eliminate errors, and increase its sales team's productivity by allowing them to spend more time with customers and less time on paperwork.



Hu-Friedy Mfg. Co., Inc. is the world's leading manufacturer of hand-held dental instruments. Since 1908, dentists and dental hygienists have relied on the company to deliver the precision and craftsmanship in instrumentation that is critical to efficient dental practice management.



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Jennifer Naylor  
Business Unit Manager  
Hu-Friedy

## Cumbersome Quoting Process

Hu-Friedy’s cumbersome process for creating quotes made it hard for the sales team from present and sell the product. They recognized that they needed a way to capture all of their product knowledge and make it easily available to their entire sales team.

“Sales reps would contact the customer service reps, who would enter orders using the sales person’s notes,” said Chantel Willis, Product Manager at Hu-Friedy. “This led to a lot of mistakes, and customers receiving the wrong product.”

The complexity of the product also made it difficult for Hu-Friedy’s sales team to know which options were compatible with each other.

“The quotation process required a lot of knowledge by our sales team,” said Jennifer Naylor, Business Unit Manager at Hu-Friedy. “It was hard to tell what size cassette was needed, so they would learn through trial and error, or by physically inserting and removing instruments to see which ones fit.”

## Meeting Requirements

Hu-Friedy started looking for a CPQ solution after determining their key requirements, which included ease-of-use, visualization, and a rules engine capable of handling highly complex products. After evaluating several companies, they chose Configure One.

“Configure One took the time to get to know our products and our customers,” Naylor said. “Their product was easy to use, and they were the only vendor that met our visualization needs.”

Implementation of Configure One’s CPQ solution quickly followed. Hu-Friedy worked closely with Configure One personnel to ensure that everything progressed smoothly.

“Their people are very easy to work with,” said Naylor. “When we had a problem, Configure One was very quick to respond, and they took our issues to heart and provided solutions. They have been an excellent partner.”

## A New Way of Working

Configure One has completely changed the way that Hu-Friedy's sales team conducts business. They are no longer dependent on the customer service team and assembly departments to produce proposals.

"Our sales people now have laptops, and can enter the order directly into Configure One," said Naylor. "All of our products and pricing are in Configure One, so the sales rep can easily construct a proposal for the customer and provide a professional looking document with pictures of the procedural setup."

By empowering the sales team to create proposals, Configure One has reduced the quotation process from days or weeks, to hours.

"The dentist can see the proposed price and either make changes or accept the order. As a final check, we can print out a picture of the cassette to make sure that the order was assembled correctly.



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## Benefits

"The biggest benefit was to help our sales team select the best cassette for the instruments used," said Naylor. "Configure One helps new sales team members understand our products and how they relate to each other, and helps them produce their quotes faster."

Hu-Friedy distributes a lot of free products as samples to its sales team and promotions to dealers. In the past, keeping track of these samples was a problem.

"Before Configure One, we didn't have a way of tracking who was ordering free products," said Willis. "Many of our dealer promotions and all free samples are now managed through Configure One. This has provided us with the additional benefit of tracking who orders which products, and we can measure the performance of dealer promotions." Even if the proposal is not accepted, Configure One stores all of the data, which can be retrieved at a moment's notice.

"The sales team has all of the proposal history, so even if the dentist doesn't place the order now, they can follow up when the dentist is ready to move forward," said Willis. "Our sales reps can easily pull up the previous proposal. If the dentist wants to open up a new office and duplicate the set up, the rep can easily access the history and create a new proposal with updated pricing."

Since its introduction, Configure One has contributed to Hu-Friedy's growth by streamlining the entire quotation process. By reducing the time needed to create a quote, Configure One has increased the productivity of Hu-Friedy's sales team, allowing them to spend more time with customers and less time on paperwork.

**Configure One** is a leading provider of web-based product configurator and CPQ (configure price quote) software. Configure One has enabled both large and small companies to increase revenues and decrease costs by automating the way they sell and process orders for configurable, multi-option, and customizable products.

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