

SUCCESS STORY

Healthcare Textile Manufacturer

VALUE DELIVERED

- ✓ Reduced operational complexity while **improving scalability and governance**.
- ✓ Established a **future-ready foundation** for continuous AI innovation across sales operations.
- ✓ Scaled AI-assisted selling capabilities across the **full revenue lifecycle**, expanding automation into adjacent processes, and continuously enhancing agent intelligence to support increasingly complex commercial scenarios.



OSF | DIGITAL

Supporting More Efficient Sales Ops through AI-powered Quote-to-Cash for a Global Manufacturer

Customer Profile

Our customer manufactures healthcare linen and specialty uniform distribution solutions. The group has a hybrid business model that includes **equipment subscriptions, purchases, and services**.

Challenge

- ✓ **Disconnected quoting**, approval, discounting, and renewal processes across legacy systems.
- ✓ Heavy reliance on **custom configurations**, limiting scalability and agility.
- ✓ Manual, offline workflows were time-consuming, causing delays, errors, and **inconsistent outputs**.
- ✓ Inefficient approval cycles **slowed sales velocity** and impacted margins.
- ✓ Limited ability to support a growing, commercial **hybrid business model**.

Outcome-Driven Solution

We unified the quote-to-cash foundation with a single [Revenue Cloud Advanced](#) and [Agentforce](#) environment, consolidating quoting, approvals, and renewals into one scalable workflow:

Intelligent workflow orchestration:

- Enables context-aware initiation and guided workflows, improving accuracy and speed.
- Embedded guided decisioning across pricing and discount approvals, improving margin control.
- Reduces manual effort and standardizes outputs through intelligent, automated, repeatable processes.

Connected execution across processes:

- Integrated sales operations into a continuous flow—from quote creation to discounting and renewal—eliminating disconnected systems and offline workarounds.

Data-driven consistency and scalability:

- Standardized core functionality enabling reliable outputs and supporting growth without additional complexity.
- Prioritizes out-of-the-box capabilities.
- Ensures [data integrity](#), maintainability, and long-term scalability.

Customer Adoption

- ✓ Delivered **structured change management** focused on adoption readiness and business alignment (Human-in-the-Loop Enablement).
- ✓ Enabled teams with **targeted training** and guided user journeys embedded into daily workflows (Guided Experience + Embedded Intelligence).
- ✓ Drove user confidence through simplified processes and **real-time agent support** (Conversational Interaction).

▶ Modernized quote-to-cash for faster, more accurate selling

Reduced manual effort, minimized errors, and improved overall operational efficiency

▶ Stronger margin control through streamlined discounting

Standardized processes and automation help enforce pricing governance while reducing inefficiencies

▶ Increased sales velocity

AI-enabled capabilities support faster deal cycles and provide a foundation for continuous growth

PRODUCTS

Agentforce

Revenue Cloud Advanced

Get in touch with OSF Digital

Check us out on AgentExchange