

# Say Hello to More Recurring Revenue



## Don't Miss Out on Service Revenue Opportunities.

Most sales organizations address the top end of their client pyramid very well. They make large service deals a top priority. The result is a high success rate for high-dollar renewals.

But small to medium-sized services sales opportunities are where many businesses lag behind. These renewal deals can number in the thousands each month, and they often go untapped and unmanaged, which translates into millions of dollars in lost revenue.

## Introducing Cisco Impact—with AutoQuote®

AutoQuote® was designed specifically to address the gaps in your high-volume, low-dollar services sales business, making it easy for internal and external sales teams to take action and reduce the time and cost of a sale.

The AutoQuote campaign engine boosts recurring revenue by automating complex low-dollar sales processes and delivering white-glove, branded quotes to customers—at the right time and with the right offers to quickly close the sale.

With AutoQuote, you can say goodbye to missed opportunities and manual sales processes, and hello to an entirely new way of ensuring that all sales opportunities, no matter how small, are pursued quickly, efficiently, and successfully.

### Key Features

#### Automated Quote Creation

Use the power of automation to create and deliver accurate quotes—hassle free.

#### White-Labeled Campaign Emails

Maintain your brand with your logo, contact details, and more.

#### Partner Configured Pricing

Personalized, fully integrated customer pricing that updates automatically.

#### Partner Configured Campaign Business Rules

Personalize your campaigns with easy adjustments for dollar thresholds, configure quoting workflows to include/exclude companies, and more.

#### Language Translation

Translate your quotes to meet the needs of your global business.

#### Currency Conversion

Provide quotes in converted currencies specific to each region.

## Sell Smarter, Sell Faster

Engaging in smarter, more effective conversations with your customers—and intelligently predicting and prescribing what they should buy next—are the keys to customer experience and retention today. The AutoQuote campaign engine, powered by Cisco Impact, delivers these business-building capabilities to you.

With AutoQuote, as service expirations approach, you can send automatically generated, ready-to-book renewal quotes with partner configured pricing to your customers. Featuring instant “Buy Now” functionality, these quotes enable customers to transact their renewals through a secure online form that submits the order request directly to you. Talk about easy!

## Create Customers for Life with Cisco Lifecycle Advantage

Simplifying customer success is what the Cisco Lifecycle Advantage program is all about. Using AutoQuote technology, it is designed to offer you a proven approach to creating customers for life.

With the help of AutoQuote technology, Lifecycle Advantage centers on important milestones in the life of a customer and uses action-triggered email automation to provide you with a simple, efficient customer engagement model. Partner branded and delivered at critical lifecycle touch points, these automated emails are designed to:

- Optimize the onboarding experience
- Encourage adoption
- Up-sell customers to higher-value solutions
- Streamline the service and software renewal process

If you're ready to help your partners deliver greater business value, capture lost revenue, and elevate customer adoption and trust, you're ready for Cisco Lifecycle Advantage and AutoQuote.



96% of customers say they find email renewal notifications valuable.



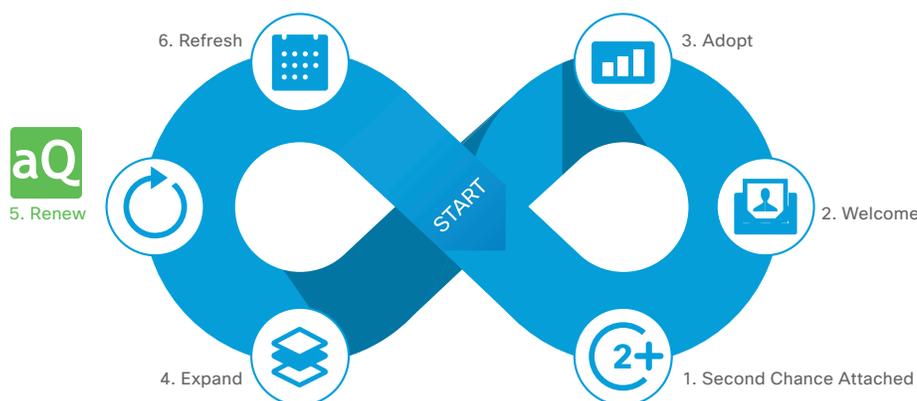
Automation increases renewal rates by nearly 40%.



Many customers say they'd be interested in receiving a quote in their renewal notification.



AutoQuote helps Cisco partners save an estimated 20,000 hours every month.



For more information on this Cisco solution, visit [impact.cisco.com](http://impact.cisco.com)

