



YETI COOLERS IQ CPQ CASE STUDY

YETI Coolers was founded in 2006 by brothers Roy and Ryan Seiders with a simple mission: build the cooler they'd use every day if it existed to handle the fishing, hunting, and boating excursions which fills their lives. YETI Coolers are built with one-piece, seamless construction to take all kinds of use. "So you can stand on it, sit on it, drop it and kick it and never worry about it falling apart at the seams."

CHALLENGES

- Required a system to support its tremendous growth, as YETI had outgrown its systems and had dramatically increased its salesforce
- Needed a more interactive and less-tethered way to track its customer relationships, order history, shipment tracking information, etc. and provide greater visibility across departments—including remote field access
- Wanted systems to work on smartphones and tablets to support reps in the field to decrease time spent by sales reps to input orders
- Desired a way to foster company-wide collaboration

FAST FACTS

Yeti Coolers

Manufacturing, Consumer Goods

Headquarters: Austin, TX

Employees: 50-200

Type: Public Company

www.yeticoolers.com

"IMPLEMENTING SALESFORCE AND INTEGRATING IT TO OUR ERP SYSTEM HAS COMPLETELY CHANGED HOW WE DO BUSINESS. WE'RE SO MUCH MORE EFFICIENT AND I LOVE THE VISIBILITY WE HAVE TO TRACK EVERYTHING WE NEED TO KNOW ABOUT OUR CUSTOMERS."
MONETA RIOS, DIRECTOR OF IT

SOLUTION

- Implemented and integrated Salesforce.com with ERP (ERP) through Luxent's LiNK Data Integration tool
- Enabled visibility, accountability, collaboration, reporting, and tracking between sales, production, and product development teams by utilizing LiNK and its bi-directional communication of ERP and CRM data enablement

RESULTS

- Decreased time spent on order input for both inside and outside sales reps: **inside sales reps saved 7 minutes per order, while outside sales**

reps saved 15 minutes per order

- Provided visibility for sales, marketing, and customer service to more holistically support customer requests
- Offered more flexibility for sales reps, full visibility into activity and history, and increased transparency
- Through first six months: created 2,438 new leads, converted 588 new leads to new accounts, and created over 6,400 orders
- Streamlined integration decreased mistakes and issues

The logo for YETI, featuring the word "YETI" in a bold, dark blue, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "I".