



# CLEAR VIEW BAG iQ CPQ CASE STUDY

*Clear View Bag, based in Albany, NY, is a custom bag manufacturer that helps customers create bags to meet any and every need. Founded in 1961, Clear View Bag offers a full-service solution for designing, creating, and manufacturing bags for a variety of industries, including the retail, food, and medical industries. With a focus on providing customers with custom solutions in an efficient, environmentally conscious manner, in 2010 Clear View Bag added two water-based ink presses, which added production capacity while removing the emission of Volatile Organic Compounds.*

## CHALLENGES

- Required a system to support its tremendous growth, as Clear View Bag had outgrown its systems and was struggling to keep up with the volume of custom quotes
- Needed a better way to track its customer relationships and order history
- Desired ability to manage and create professional, consistent quotes

## SOLUTION

- Implemented Salesforce CRM in order to bring efficiency and visibility to customer activity
- Integrated Luxent's iQ Configure, Price, Quote (CPQ) application native on Salesforce, seamlessly integrating with Salesforce to provide faster, easier, more collaborative quoting through an easy-to-use interface

## FAST FACTS

Clear View Bag

Bag Manufacturer

Headquarters: Albany, NY

Employees: 2-10

Type: Privately Held

[www.clearviewbag.com](http://www.clearviewbag.com)

## RESULTS

The addition of iQ complemented Clear View Bag's Salesforce investment and allowed Clear View Bag to:

- Quote from directly within the Salesforce platform
- Create consistent, professional-looking quotes quickly and easily
- Trace and analyze all quotes to ensure effective and efficient follow up
- Leverage a configurator able to handle complex quoting requirements
- Send, track, and report on over 4,000 quotes in the first four months of use

*"We use iQ CPQ to create every single quote we send. We do nothing but quote custom orders and iQ's ability to help us send highly professional quotes, as well as collect data on every quote, is extremely important to Clear View Bag's growth strategy. We sent over 4,000 quotes out of iQ in our first four months and couldn't be happier with its capabilities."*

*Trent Romer – VP Sales*

