

6 KPIs to Measure CPQ Performance



Are you getting maximum value out of your configure, price, quote (CPQ) selling system? Here are the best KPIs to properly assess ROI and user adoption of your CPQ tool, regardless of your industry.

1 Percent of Quotes Created via the New Quoting Tool

This is the percentage of quotes generated through CPQ software versus those created manually.

If your CPQ solution does not match your business needs, your sales team may be switching to manual quoting for greater control and flexibility over product and price selection, even though manual is less efficient and less profitable.

To achieve a 90+% usage rate, your CPQ solution must consistently provide a positive user experience. High adoption rates come from building the right quotes with less effort: easier product navigation, target price availability, and precise configurations in simple to complex orders. Your CPQ should reflect your selling motions and customer expectations.

2 Elapsed Time to Respond to Customer

This is the number of business days from when a customer requests a quote to when they receive it.

Quicker responses to requests keep customers happy and make them less likely to look at competitors. The right CPQ solution enables your sales team to quickly create accurate and competitive quotes for your customers.

Typically, we have seen time reduction rates of 60-85% by using the right CPQ. For one of our customers, Manitou, this KPI went from 30 days to 1 day.

3 Revenue from Existing Customers

This is your total sales revenue per month from existing customers.

The easier it is to do business with you, the better the customer experience will be. This means less churn, more repeat sales, and increased revenue. This is a great indicator of the overall health of your relationship with your customer base.

This area tends to rise by about 2-5% with the right CPQ, but we've seen as much as a 20% increase for some PROS customers.

