



# claranet

## Claranet's bid and sales team use Qorus to work smarter

Claranet is a leading provider of managed ICT services in Western Europe. The organization's busy bid team adopted Qorus' sales enablement platform to improve and streamline their bid process.

Founded in 1996, Claranet is one of Europe's leading managed service providers. The company is recognized by Gartner as a leader for cloud hosting in Europe.

### The challenge

Aside from a high volume of formal bid projects, Claranet's bid team was often asked to edit and format content for proactive proposals that the sales team was working on – a time-consuming task.

Team members were spending over 40% of their time on content collation and formatting, with storing and managing old bid content also taking a lot of time. The team used SharePoint as a bid library, but found using this tool difficult to search and keep content updated.

### The solution

Qorus enables teams to locate, insert and personalize winning content without leaving the familiar world of Microsoft Office. Claranet adopted the solution in May 2015.

### The results

The greatest benefits that Claranet has experienced are saved time and efficiency. At implementation, the team set out to reduce the time they spent collating and formatting content from 40% to less than 8% – and this has been achieved.

"The fact that our bid content is easily stored and made searchable saves us a lot of time. Everyone now has access to up-to-date, correct content. We're also finding the 'Suggest it' feature very useful, as it allows people to add content to our content library very quickly and easily, without having to leave the document they're working in," explains Tim Quin, Head of Bid Management at Claranet.

"We can assign questions to subject matter experts and the sales team and, thanks to co-authoring, everyone is able to work on the same master document at once. They're able to see each other's answers instantly, and the bid manager has a real-time view of progress.

"In short, Qorus Breeze Proposals is helping our bid and sales teams improve and streamline the proposal creation process."

### See Qorus in action!

Boost productivity, enhance the customer experience, and accelerate the sales process with Qorus.

**REQUEST A DEMO**

For more information please visit:

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### About Qorus Software

Qorus is the sales enablement platform that connects people, content and data to get to market fast and win more deals.

Our software is incredibly powerful but highly intuitive and very easy to use. It's integrated across Microsoft 365 and major CRMs. Our award-winning Customer Success Team ensures our clients across all industries reach their goals.

We are a diverse, vibrant group with headquarters in Seattle and major offices in New York, London and Cape Town.