



Customer Success: Keyloop Scales Value-Based Selling and Drives 26% Growth

Key Highlights

More Efficiency

With more than 1,300 business cases created, teams can move faster, apply consistent logic, and avoid starting from scratch—improving both efficiency and quality across the organization.

Stronger Client Conversations

More meaningful, outcome-focused discussions with customers, particularly in complex enterprise engagements where financial justification is essential.

Standardized and Professional Customer Value Communications

Transform inconsistent, Excel-based business case creation into a structured, scalable approach, enabling teams to deliver clear, credible, and professional ROI-driven value propositions.

Overview

Keyloop is a global automotive technology company with more than 50 years of industry expertise, serving over 25,000 retailers worldwide and 90 OEMs across 90 countries. Their solutions connect every stage of the automotive lifecycle, helping businesses deliver seamless customer experiences while improving operational efficiency.

As Keyloop continues to expand into larger, more complex enterprise deals, the need to clearly articulate financial value became critical. To support this shift, they implemented QorusDocs Value Management software to standardize how business cases are built, presented, and used in customer conversations.

The Challenge: Scaling Value Communication in Enterprise Sales

Before adopting QorusDocs Value Management software, Keyloop primarily relied on Excel-based calculators and manual processes to build business cases and demonstrate ROI. While functional, this approach lacked consistency, structure, and professionalism in customer-facing outputs.

Business case creation was largely owned by the sales team, often resulting in varied approaches and inconsistent application of business logic. Conversations with customers were typically focused on product features and functionality, rather than clearly articulating financial value and return on investment (ROI).

As Keyloop expanded into larger enterprise deals, this became a growing challenge. Customers increasingly expected robust financial justification and clear ROI models to support decision-making. The existing approach made it difficult to scale, standardize messaging, and present compelling, credible value propositions.

The Solution: Enabling Better Value Conversations

Keyloop implemented QorusDocs Value Management software in 2024 to transform how they articulate value and build business cases across the organization. Their goal was to move from feature-led selling to a value-driven approach, underpinned by consistent and professional ROI modeling.

"The AI modeling tool gives us a strong starting point for building business cases. It structures thinking, surfaces key benefits, and is especially valuable for newer team members."

Cameron Wade, Global Head of Value Propositions, Commercial Strategy and Development at Keyloop

QorusDocs provided a structured, templated environment for creating business cases, enabling teams to standardize outputs while maintaining flexibility. The platform's ease of use meant teams could quickly adopt it without extensive training, supported by proactive guidance from the QorusDocs team.

Today, QorusDocs Value Management software is used primarily across sales and pre-sales functions and it sits at the heart of Keyloop's go-to-market strategy. Enabling teams to co-create business cases with customers, validate assumptions collaboratively, and clearly demonstrate financial outcomes.

The introduction of AI-driven modelling has also helped accelerate business case creation, particularly for less experienced team members, providing a strong starting point that can be refined and tailored.

"We've definitely won deals directly because we can demonstrate return on investment in a more professional way than our competitors."

Cameron Wade, Global Head of Value Propositions, Commercial Strategy and Development at Keyloop

Keyloop invested in QorusDocs to improve consistency, elevate customer conversations, and differentiate themselves in a competitive market. By focusing on value rather than features, they have strengthened their positioning and credibility with enterprise customers.

The Impact

Since implementing QorusDocs Value Management software, Keyloop has achieved significant improvements across their sales and value-selling approach.

Revenue Growth Driven by Value-Based Selling

The shift from feature-led conversations to financially grounded value discussions has contributed to 26% growth in bookings. By clearly demonstrating ROI, Keyloop has strengthened its position in competitive enterprise deals and improved overall win rates.

Scalable Business Case Creation and Knowledge Reuse

With more than 1,300 business cases created, Keyloop has built a growing library of reusable, structured content. This enables teams to move faster, apply consistent logic, and avoid starting from scratch—improving both efficiency and quality across the organization.

More Effective Enterprise Conversations

Sales teams are now leading with value rather than product features. This has resulted in more meaningful, outcome-focused discussions with customers, particularly in complex enterprise engagements where financial justification is essential.

Accelerated Deal Progression

By presenting credible financial models, teams can address stakeholder concerns more effectively and move deals forward with greater confidence.

Stronger Collaboration Internally and with Customers

QorusDocs has enabled a more collaborative approach to business case development. Teams work more seamlessly across functions, while customers are actively involved in co-creating and validating assumptions—leading to stronger alignment and more trusted outcomes.

Improved Consistency and Professionalism

A standardized approach to ROI modeling has elevated the quality and consistency of customer-facing materials. This has enhanced Keyloop's credibility and ensured that every engagement reflects a clear, structured value narrative.



“QorusDocs Value Management is simple to use, well structured, and supported by a team that genuinely cares about outcomes, not just the software itself. It helps reduce complexity and focus on the numbers that matter. Ultimately, it enables us to present clear, credible business cases that resonate with customers and help drive decisions.”



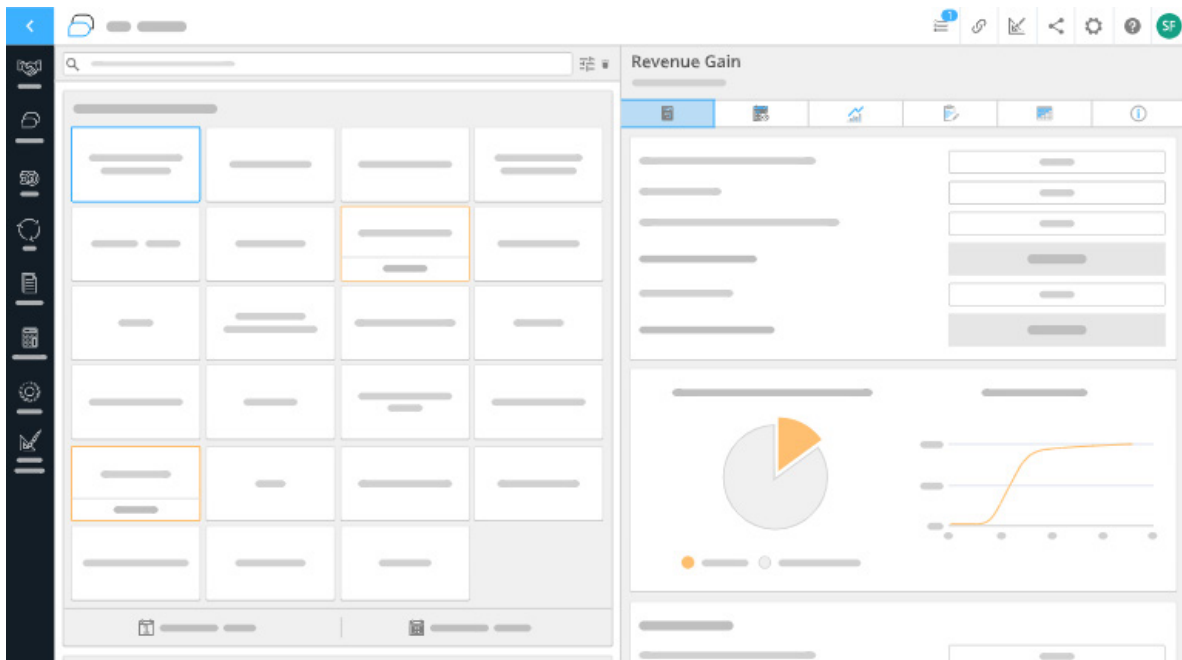
Cameron Wade

Global Head of Value Propositions, Commercial
Strategy and Development
Keyloop

About Keyloop

Keyloop is a global automotive technology company with over 40 years of industry expertise, delivering solutions to more than 25,000 retailers and 90 OEMs across 90 countries.

Their technology connects every stage of the automotive journey, from initial customer engagement to aftersales, enabling seamless experiences across systems, teams, and touchpoints. By combining connected data with a modern technology ecosystem, Keyloop helps automotive businesses improve efficiency, enhance customer experiences, and drive long-term loyalty. Visit: www.keyloop.com



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QorusDocs is an automated Value and Proposal Management platform that unites value management with proposal automation. Built for professional services, legal, technology services, and AEC organizations, the platform supports intelligent business cases and personalized, data driven pitches, presentations, proposals, and RFP responses. Trusted by 200+ organizations, QorusDocs helps firms prove ROI, optimize billable hours, and win more business. The company operates globally, with offices in Bellevue, Washington, London, England, and Cape Town, South Africa.