



# case study



Industry: Manufacturing



Products Used: Sales Cloud, Field Service, Experience Cloud

## Company Overview

Bender UK Ltd. serves as the UK subsidiary of the Bender Group, a global pioneer in electrical safety and monitoring systems. With a strong presence in healthcare, industrial and rail sectors, Bender UK delivers solutions that improve performance, prevent failures and protect people and infrastructure. Digital efficiency and high-quality service are at the core of their business values.

## Challenges

Bender UK identified areas for improvement in their quoting process:

- **Manual Quoting:** Sales teams relied on spreadsheets and fragmented workflows.
- **Document Inconsistencies:** Quote documents lacked standardisation.
- **UI Limitations:** The system didn't guide users through complex pricing models.

## Solution

Mint® designed and delivered a fully tailored CPQ solution for the business:

- **Guided CPQ Interface:** Users were led through quote creation step-by-step.
- **Automated Output:** Branded quote documents generated instantly and accurately.
- **Scalable Configuration:** The system adapted to a variety of pricing scenarios.

## Results

- **Faster Quotes:** Sales teams produce professional documents in minutes.
- **Fewer Errors:** Standardisation and automation reduced inconsistencies.
- **Improved Insight:** Leadership gained visibility into pipeline and quoting trends.



"Our quoting process is smoother, quicker, and a lot more reliable. Mint® really understood what we needed."

Jill Knowles, Business Analyst

## Conclusion

Mint® helped Bender UK transform quoting from a manual task into a digital advantage. The CPQ solution supports speed, accuracy and professionalism across the sales cycle. Most importantly, it gives the team confidence that every quote reflects their brand, value and commitment to customers.

### Need a better way to quote?

Contact Mint® today:

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