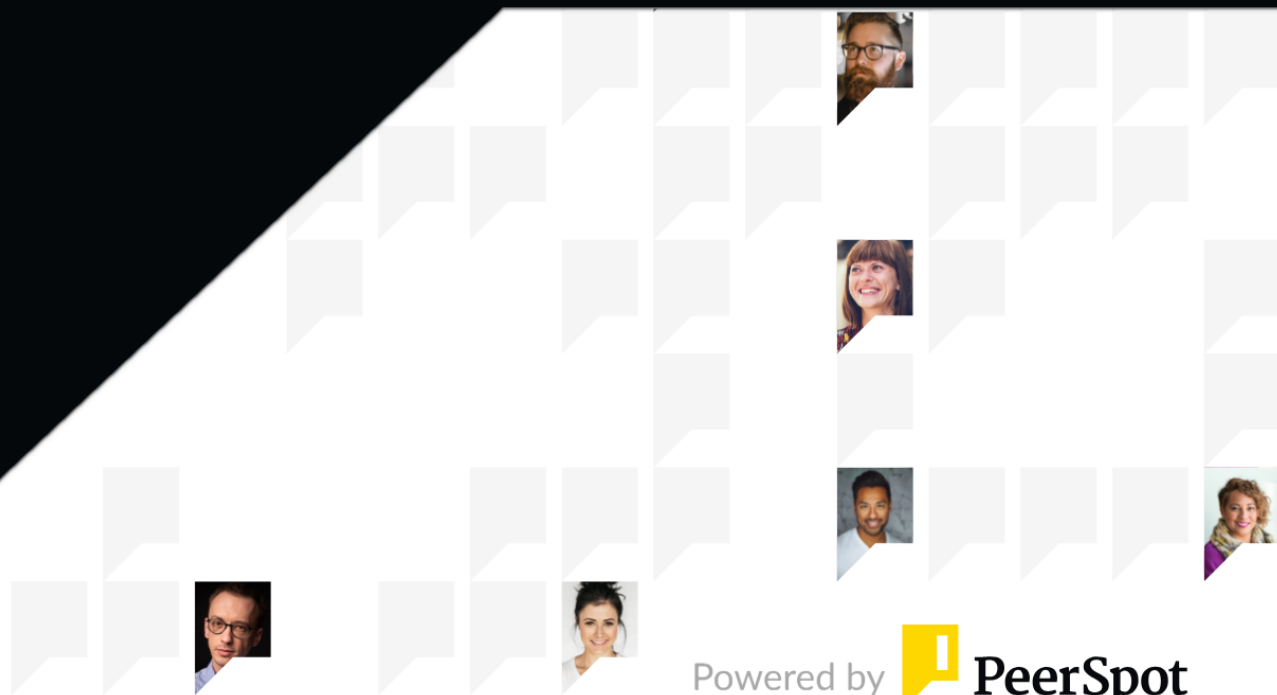




Conga CPQ

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



Conga CPQ

Conga CPQ Recap

Conga CPQ streamlines the sales process by automating custom pricing and quoting, providing a configurable platform to optimize product selection and price accuracy. It enhances workflow efficiency, making CPQ processes faster and more reliable.

Conga CPQ offers an intuitive approach to managing complex sales configurations. It efficiently handles intricate pricing rules, seamlessly integrates with CRM systems, and promotes accuracy in sales workflows. Businesses find it valuable for its capability to minimize errors and automate repetitive tasks. Simplifying the quote-to-cash process, Conga CPQ allows teams to focus on sales growth rather than administrative tasks.

What are the key features of Conga CPQ?

- **Configuration Automation:** Enhances product configuration accuracy and reduces manual effort.
- **Dynamic Pricing:** Adapts to pricing rules to ensure precise quotes.
- **CRM Integration:** Seamlessly connects with CRM platforms for streamlined data flow.
- **Guided Selling:** Provides a tailored sales experience adaptable to customer needs.
- **Approval Workflow:** Automates the approval process to accelerate deal closure.

What benefits or ROI should be considered when evaluating Conga CPQ?

- **Increased Sales Efficiency:** Reduces quote creation time, allowing sales teams to focus on closing deals.
- **Error Reduction:** Minimizes costly errors in the pricing and quoting process.
- **Enhanced Customer Experience:** Speeds up transaction times and improves service quality.
- **Higher Revenue:** Optimizes selling processes to capitalize on upsell and cross-sell opportunities.

Conga CPQ is implemented across numerous industries such as manufacturing, where it simplifies configuring complex products and ensures accurate pricing. In the technology sector, it assists in managing subscription-based models, helping companies fine-tune sales strategies to suit unique customer demands. Retail businesses benefit from its ability to handle a variety of product bundling options to increase conversion rates.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“There are many out-of-the-box features available in Conga CPQ compared to other CPQ systems, and we can easily customize the entire CPQ itself using many customizations and APIs that are not available in other systems.”



Validated user

Salesforce Technical Lead at a outsourcing company with 501-1,000 employees



“After the Conga CPQ implementation was done, the business increased rapidly; they can create the products and do all those things within one day, go live within one week, and the users can sell the products within one or two weeks, increasing profits and sales.”



Gopishetti Tharun

Senior Software Engineer at a tech vendor with 10,001+ employees



“Conga CPQ offers the best features, particularly pricing, allowing me to achieve complex pricing with ease, such as using the totaling callback and base price callback.”



Validated user

Conga CPQ Developer at a tech vendor with 10,001+ employees



“For complex pricing and orders, if organizations want more efficiency and error tracking, Conga CPQ is a strong choice.”



Saikumar Allu

Conga CPQ Developer at a computer software company with 501-1,000 employees

What users had to say about valuable features:

“The best features Conga CPQ offers in my experience are quotations and approvals. In Salesforce CPQ, we don't have many out-of-the-box features in approvals and the quotation process, whereas Conga CPQ provides more out-of-the-box objects, allowing us to reduce customizations.

Conga CPQ handles complex pricing structures effectively with most out-of-the-box features, eliminating the need for extensive customizations. When issues arise, we can create cases and receive quick responses.

For complex pricing and orders, if organizations want more efficiency and error tracking, Conga CPQ is a strong choice..”

Saikumar Allu

Conga CPQ Developer at a computer software company with 501-1,000 employees

[Read full review](#)

“Conga CPQ offers the best features, particularly pricing, allowing me to achieve complex pricing with ease, such as using the totaling callback and base price callback.

When I mention callback-based pricing, it helps my team because initially, if I want to give a price to a product, I use the price list item with only one price possible, but using Conga CPQ allows me to change the price based on different business scenarios. I can use out-of-the-box price rules, and if customizations are needed for complex pricing, such as setting different prices for users or business units, I achieve this using the base price and totaling callback. The base price applies to each single product price, and totaling calculates the tax amount. For example, if the total cart amount is 20 lakhs, I can calculate the required tax, and I can do all of this in the totaling..”

Validated user

Conga CPQ Developer at a tech vendor with 10,001+ employees

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“There are many out-of-the-box features available in Conga CPQ compared to other CPQ systems, and we can easily customize the entire CPQ itself using many customizations and APIs that are not available in other systems.

“Out-of-the-box APIs are the best features that Conga CPQ offers, as everything can be customizable.

“The product bulk loader is a feature that has helped my team significantly. For instance, in other CPQ systems, implementing similar features requires extensive customization. However, with Conga CPQ, using the Add Multi-Prod API, we only need a CSV file with product codes and quantities. We check for any active price list items and prepare a wrapper class to input data to that API, which simplifies creating a cart with products.

“Conga CPQ positively impacts my organization with many ongoing projects involving its features. People appreciate its extensive features and the support from the Conga team, who respond immediately to any cases we raise..”

Validated user

[Read full review](#) 

Salesforce Technical Lead at a outsourcing company with 501-1,000 employees

“Conga CPQ offers the best feature in that it can handle many thousands of products. It can give multiple currencies, allowing sales in multiple currencies. Conga CPQ supports multi-currency fields and multiple features that a product can have. Based on the features, the price can vary, and those kinds of things can also be handled by this product. The most important thing is generating the documents. The quotation document is the main thing to show to the customers before they purchase any product. Showing the documents and downloading the document is very easy in Conga CPQ and very useful to businesses, such as large-scale businesses, to generate quotations.

“Generating the document and preparing a quotation in a simple way is the best way. I thought this is the most valuable thing for the customers because in day-to-day life, if they are using multiple Excel files or something to generate a document or prepare a document and provide that to the customer, by using Conga CPQ, they can easily just by clicking on some buttons, generate the documents with a multiple number of products. There could be thousands of products, but it is easy to generate the document with one click.

“It is easy for the sales user to select the products. If it is an Excel or something, it is very difficult to identify the products. But in Conga CPQ, it is very visible, and it is very easy to search, easy to identify, easy to use, and add them to the cart. The user interface itself is also very good and user-friendly for every sales user..”

Gopishetti Tharun

Senior Software Engineer at a tech vendor with 10,001+ employees

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Other Solutions Considered

“Previously, we used Salesforce CPQ and Sales Cloud solutions, which required a lot of customizations that slowed down the system. In contrast, Conga CPQ offers numerous out-of-the-box features, which is why we switched..”

Validated user

Salesforce Technical Lead at a outsourcing company with 501-1,000 employees

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“I have not used a different solution before Conga CPQ; I have been using Conga CPQ since I joined the project.

Before choosing Conga CPQ, they evaluated Salesforce CPQ, but it does not support complex pricing and approvals. The out-of-the-box features of Salesforce CPQ require extensive customization, whereas Conga CPQ offers many out-of-the-box features, requiring much less customization..”

Validated user

Conga CPQ Developer at a tech vendor with 10,001+ employees

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Use Case

“I use Conga CPQ for our e-commerce website related to a medical project to place orders using the cart. My experience primarily involves cart-related functionality, placing orders, creating quotes, and managing negotiations and approvals..”

Saikumar Allu[Read full review](#) 

Conga CPQ Developer at a computer software company with 501-1,000 employees

“I use out-of-the-box objects like price list item and price list to create a product and show it in the catalog, such as category, category hierarchy, and product hierarchy, while using attributes for any product features. I show or hide those attributes using constraint rules, and for any defaulting, I use product attribute rules, while approvals are used for approval discounts, and they create quotations for negotiations. I have the order object for the orders as well.

My main use case for Conga CPQ is digital E-commerce like Amazon and Flipkart, where I have something like PowerShop, a Hitachi Energy client. In PowerShop, they usually sell all electronic-related products, and users will log into that Angular framework PowerShop UI to select products, add them to the cart, and place orders for quotations, which I achieved all by using Conga CPQ..”

Validated user[Read full review](#) 

Conga CPQ Developer at a tech vendor with 10,001+ employees

“The main use case for using Conga CPQ is to make the business very easy and configure the products. Users can see the price, prepare a quotation with point-and-click tools and buttons, and it is very easy to generate the document and share it with customers.

“In day-to-day work, when the business is configuring and needs to sell the products to another business in a business-to-business scenario, they easily use Conga CPQ. They configure the products in the back end, set up the prices for the products, set up the price lists, define the rules, and set up the attributes. Everything built is in the back end. In the front end, the sales user just clicks on the buttons, creates records, selects the product, selects the price, and sends for approvals, generates the documents, and sends it to the customer.

“The main use case is to give solutions to the business where they can do the sales very quickly and close the sales very quickly. They can make their customers very happy by using Conga CPQ..”

Gopishetti Tharun

Senior Software Engineer at a tech vendor with 10,001+ employees

[Read full review](#) 

“I have been using Conga CPQ for 3.5 years.

“For Conga CPQ, we mainly use it to sell customized products to end customers. We have customized many products, such as Cobas medical products, providing many attributes and option products. Additionally, I have used Conga CPQ previously in an e-commerce site where users can select products from a catalog, add them to the cart, and create a quotation. The front end is in JavaScript, with data stored in Salesforce, and sales representatives can configure products accordingly.

“When configuring a product such as a computer, there may be various cases involving RAM size, ROM, and hard disk. We provide attributes such as RAM where users can select from options including 4 GB, 8 GB, 16 GB, or 24 GB. For ROM, it may be 256 GB or similar, along with including licenses and guarantees as add-ons. This is one example of a product configuration scenario..”

Validated user

Salesforce Technical Lead at a outsourcing company with 501-1,000 employees

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Customer Service and Support

“Conga CPQ's customer support is good, as they prioritize issues based on urgency, so if there is a Po issue, they handle it quickly, and I receive good and prompt responses with great resolution..”

Validated user

Conga CPQ Developer at a tech vendor with 10,001+ employees

[Read full review](#) 

Other Advice

“I find Conga CPQ to be very secure. It is more secure because whenever we encounter an error, we often cannot find information online, and the only resource available for checking errors is the Conga documentation. I rated this review a 7.5 overall..”

Validated user

Salesforce Technical Lead at a outsourcing company with 501-1,000 employees

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“For electrical instruments being sent, we create products and price list items, providing prices at the price list item level. We use search filters to add products based on the customer and provide discounts through Conga CPQ out-of-the-box objects, with any cart customizations handled separately.

We use Conga CPQ for a fast quote process with fast track quotes, enabling quick order placement. The salesperson can review any margin errors regarding discounts before approving the quote. We implement approvals based on the discount amount to prevent unauthorized excessive discounts.

For complex pricing and orders, if organizations want more efficiency and error tracking, Conga CPQ is a strong choice. I rate this review eight out of ten..”

Saikumar Allu

Conga CPQ Developer at a computer software company with 501-1,000 employees

[Read full review](#) 

“It is a private cloud. Our organization is using a private cloud from the client's suggested one. We are not using any public cloud to deploy the sources to other environments.

“We are using [Bitbucket](#) and [Git](#) for the deployments.

“I would suggest that businesses, such as large-scale businesses, can acquire and use Conga CPQ because using Excel files and manual processes is very clumsy and it takes so much time to deliver the output. Using Conga CPQ will increase the performance, profits, and scalability of the businesses. I would rate Conga CPQ as eight out of ten..”

Gopishetti Tharun

Senior Software Engineer at a tech vendor with 10,001+ employees

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“I would rate Conga CPQ an eight out of ten.

“I chose eight out of ten for Conga CPQ because, as I mentioned, I can handle complex pricing and approvals effectively. However, the two points deducted are due to new issues arising since they moved to RLP. As it was recently launched two years ago, it requires more improvement, and clients expect quicker resolutions and more new features.

“Concerning Conga CPQ's AI capabilities, my organization currently uses [GitHub](#) Copilot in my project, with the code base repository having access to Copilot. I also have a notebook LLM for Conga RLP, providing accurate results, saving my time by allowing me to ask or prompt it for precise inquiries.

“Regarding Conga CPQ's AI capabilities and the accuracy and reliability of output, I find it accurate since I have Copilot and notebook tools. If a Conga product has an AI feature capable of accessing the repository and offering the same results for code optimization and analysis, it can save time in both development and debugging. The notebook LLM also provides accurate results, and if the product

team could develop something similar, it would enhance accuracy and expedite delivery.

“In my organization, many projects are using Conga CPQ, usually working through these E-commerce websites to build the E-commerce and for shopping.

“Initially, I had two or three clients only, but once Hitachi Energy became successful, I acquired more clients such as Roche and some others that I am not directly working on.

“I advise others looking into using Conga CPQ to consider it if their business has complex pricing and approvals, as other CPQs may not achieve these efficiently. If they want improved user experience and faster cart loading performance, then they should definitely switch to Conga CPQ.

“My company has a relationship with Conga, as I take help from them regarding this product; however, I am not aware of the exact nature of the relationship.

“My overall rating for this review is eight out of ten..”

Validated user

Conga CPQ Developer at a tech vendor with 10,001+ employees

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