

The Lenovo ANZ Perspective – A Customer’s Journey

The Challenge

As a previous client of Expedience Software while at Complete Office Supplies, Naina Nair assumed a new position in 2021 as Tender Manager of Lenovo Australia and New Zealand (ANZ). Early on, it became clear that Nair could not envision her role at Lenovo ANZ without Expedience.

“Moving to Lenovo, I was clearly missing Expedience,” says Nair. “Bringing in Expedience first and foremost is my testament to how good Expedience is. Where I go, Expedience will go with me, even in the future. The solution is made for me because I am a Word person,” continued Nair. “As a content person, I get into a company to change how we communicate with customers. The written word is very important, and Expedience understands that.”

The Solution

Thanks to Expedience, Nair has seen measurable benefits in several areas, including the Content Library, Automated PDQs, and the ease of use of the software.

The Content Library enabled Nair to serve perfectly branded, formatted information. Instead of starting from scratch every time, that valuable time could be spent tailoring the information to fit each proposal at hand.

“The PDQ proposal builder is amazing and has changed how we interact with small- and medium-sized businesses,” says Nair. “With the PDQ automation, salespeople can quickly build a proposal, and just follow up a conversation with a quick proposal and quote. No longer do the salespeople have to come to us for a proposal. This has literally cut down on necessary resources. It replaces one headcount just having Expedience. And we are always assured the same message goes out every time, standardized and formatted perfectly.”

“Expedience is my invisible partner, always next to me.”

—Naina Nair, Tender Manager, Lenovo ANZ



Company

Lenovo Australia & New Zealand

Industry

Computer, peripherals, and software manufacturer serving customers worldwide

Critical Issue

Needed an easier-to-use, Word-based proposal automation solution to support a library of curated content and the creation of self-service proposals within the Sales Teams

Solutions

- Content Portfolio
- Style Palette
- PDQs – Automated ‘Proposals Done Quickly’

Impact

Through guidance and guardrails, Expedience enables the Lenovo Sales Team to deliver on-demand proposals in a fraction of the time, using content already curated to the Content Library. As a result, Lenovo has literally reduced the need for internal resources. Expedience provided an easy-to-use, reliable system that works 100% of the time.

“The importance of ease-of-use of proposal software like Expedience cannot be minimized,” says Nair. During her previous tenure at FujiXerox, Nair used a commercial web-based cloud system. In theory, “in building out a tender, you could separate the questions, create responses, then stitch them together.” In practice, however, Nair’s user experience turned out to be quite different from what had been demonstrated. “There was always a time lag, or the file was corrupt.”



Nair had also tried a homegrown system at the same company. The drawback was constantly needing to have an IT person on-hand to fix glitches and support new product updates. “I much prefer having a system that works 100% of the time, like Expedience, rather than a system that has error messages time and time again,” Nair concluded. “Other tools can be intimidating to somebody who is not a technical person. Expedience is not scary. There is absolutely no reason to be afraid of the Expedience technology. Just the ease of use alone is incredible.”

“It’s been an amazing journey,” Nair said. “The information the Support Team has is unmatched. You can take Expedience to the next level and do whatever you want with it. That’s why Expedience stands out. That’s the repeat business value, so someone like me would go to any other job and still get Expedience there.”

“Thanks, to Expedience, for always being there for me and my job.”

—Naina Nair, Tender Manager



Expedience Software, founded by pioneers in proposal automation, harnesses the power of Microsoft® Word to drive better proposal quality while accelerating the speed and effectiveness of proposal teams around the world. Headquartered in Manchester, NH, with a presence in Dallas, San Diego, Omaha, and Portland, Expedience serves hundreds of companies in the financial and asset management, healthcare, legal, manufacturing, and technology industries.

The company's rapidly growing footprint extends to customers throughout the US, Canada, UK, Germany, the Netherlands, Australia, and New Zealand. Named Leading Proposal Automation Software Company by Global Insights and one of the 20 Most Promising Sales Tech Solution Providers by CIOReview, Expedience continues to lead the industry with its innovative expansion of the Microsoft Office suite.



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