



Mastering Multi-Product Sales: How EvenUp Accelerated Growth with Subskribe CPQ

Discover how EvenUp boosted orders, brought structure to chaos, and positioned for growth with exceptional user adoption.



COMPANY

EvenUp

INDUSTRY

AI-Driven Legal Software



GOALS

- Support multi-product sales as EvenUp tripled offerings
- Eliminate manual quotes and CRM-contract mismatches
- Ensure pricing and discount compliance across sales
- Streamline approvals with tracking and audit trails
- Reduce contract errors and billing discrepancies
- Enable scalable quoting without multiple templates
- Maintain Hubspot integration, enable Salesforce future



RESULTS

- Achieved high adoption, reps "love" intuitive system
- Rep sends 3-4 orders/day with ease
- Structured previously manual processes
- Implemented approval workflows with oversight
- Established compliance and repeatability org-wide
- Integrated with existing Hubspot environment
- Positioned for future billing and revenue recognition

Executive Summary

EvenUp, an innovative AI platform for personal injury lawyers, successfully transformed their sales operations by implementing Subskribe CPQ. As the company expanded its product offerings and accelerated growth, they needed a solution that could scale with them. This case study highlights how Subskribe CPQ provided EvenUp with a streamlined, user-friendly system that has enhanced compliance, improved sales efficiency, and supported their multi-product strategy that is "huge" for their revenue growth.



Company Background

EvenUp is a cutting-edge end-to-end AI platform that serves over 1,000 personal injury law firms. Their technology helps attorneys maximize claim value from intake to resolution by automating and flagging missing records, identifying case strengths and weaknesses, and enabling lawyers to interact with their cases through AI.

As a category creator in automating the demand process for the personal injury industry, EvenUp has achieved impressive growth and secured significant funding, including a Series D round that propelled them to unicorn status. Their expansion strategy centers on evolving from a single-product company to offering a comprehensive suite of solutions that support personal injury lawyers throughout the entire case management lifecycle.

Leading the sales operations function at EvenUp is Sunny Kullar, who has been with the company for two and a half years. As Head of Sales Operations, Kullar built most of the foundational systems that the sales team operates on. With a lean team, Kullar has been instrumental in implementing critical infrastructure to support EvenUp's rapid growth, including spearheading the CPQ implementation project.

Ramp Quote

1. **Product A** Total Cost **\$276,000.00**

Charges	Q-ty	Price	Discount	Total
Year 1			10% Apply discount	
Year 2			15% Apply discount	
Year 3			20% Apply discount	

Approval Workflow Active

Name: Order Discount >= 25% Description: Order Discount >= 25%

If order + Add rule

TCV is greater or equal to 50000

and any line item has + Add rule

Discount % is greater or equal to 25%

New Charge

Charge Type: Usage Charge Name: Database Usage

Recurring
 One Time
 Usage
 Prepaid
 Percentage Of

Charge Model: Per Unit

Unit Price: \$ 0.005

☒ Drawdown charge



The Opportunity

EvenUp recognized an opportunity to enhance their sales processes as they expanded their product portfolio. Their key objectives included:

- Supporting Multi-Product Strategy:** Creating an efficient system for quoting multiple products as they expanded from one to three offerings
- Enhancing User Experience:** Developing a straightforward, intuitive quoting process for sales representatives.
- Ensuring Compliance:** Maintaining consistent pricing, discounts, and terms across all quotes.
- Improving Data Integrity:** Creating a single source of truth between contracts and their CRM.
- Streamlining Approvals:** Implementing a structured, trackable approval workflow.

Solution Selection: Why Subscribe

After a thorough evaluation of several CPQ solutions, EvenUp selected Subscribe based on several key advantages:

- Intuitive UX:** "The usability and UX was simple and clean," notes Sunny Kullar, Head of Sales Ops at EvenUp. "As someone new to CPQ, I could understand it when first presented."
- Powerful Yet Easy:** Subscribe balanced complexity and simplicity – handling EvenUp's needs while staying manageable.
- Smooth CRM Integration:** Subscribe integrated seamlessly with Hubspot, ready to expand to Salesforce.
- Exceptional Support:** "The Subscribe team has been great – responsive, quick, and extremely helpful," shares Kullar.
- Flexible Configuration:** Subscribe adapted to EvenUp's needs, solving 95% of scenarios immediately with plans for the rest.

"Subscribe is bringing order to chaos. I love the product and your team. Thank you very much for everything you guys have done."

QUOTE

"I want to really emphasize how great the Subskribe implementation team has been. They've been very responsive. They jump on things quickly. Extremely helpful."

Sunny Kullar

Head of Sales Operations



Implementation Success

EvenUp implemented Subskribe with a strategic approach designed to ensure adoption and minimize disruption:

1. **Phased Rollout:** They began with a small user group testing the system and gradually expanded usage, allowing time for user adaptation.
2. **Guided Transition:** Users were given the option to use the system for several weeks before full transition, helping them build comfort and confidence.
3. **Prioritized Use Cases:** Implementation started with new business processes, then expanded to existing business management.

This measured approach allowed EvenUp to customize their implementation to align with other strategic initiatives, including new product launches and CRM enhancements.

Transformative Benefits

Subskribe CPQ has delivered substantial benefits to EvenUp:

1. **Exceptional Ease of Use:** "They love it. I think it's really easy to use," notes Kullar about sales representatives' experience. "Most of them have been able to go in there and start using it immediately... I have one guy sending like 3 or 4 orders a day."
2. **Streamlined Operations:** "Subskribe is bringing order to chaos," Kullar emphasizes, highlighting how the system has structured their previously manual processes.
3. **Enhanced Compliance:** Subskribe helps ensure consistency across the organization, with standardized pricing, terms, and discounts.
4. **Multi-Product Enablement:** The system effectively supports EvenUp's multi-product strategy, making it easier for reps to sell their expanded portfolio, which Kullar describes as "huge" for their growth.
5. **Process Efficiency:** The solution has significantly improved quote creation speed and accuracy, with users "moving faster and liking it."
6. **Structured Approvals:** The system provides a clear approval workflow, enhancing oversight and quality control.

Looking Forward

EvenUp sees Subskribe as a long-term partner in their growth journey, with plans to:

1. **Expand Functionality:** Potentially leverage Subskribe for billing and revenue recognition in the future. "Billing and revenue recognition are our next two phases," notes Kullar.
2. **Enhance Customer Experience:** Continue refining their order forms and customer-facing documents.

Key Success Factors

Several factors contributed to EvenUp's successful implementation:

1. **Executive Support:** Strong backing from leadership ensured appropriate resources and priority.
2. **Partnership Approach:** Close collaboration between EvenUp and the Subskribe team created solutions tailored to specific needs. As Kullar notes, "The ability for your team to build what we needed for like 95% of the scenarios, and when you couldn't, like you found a way around it and then you had a plan for the future... that stood out to me."
3. **User-First Mindset:** Focusing on creating an intuitive experience for sales representatives drove adoption.
4. **Flexible Implementation:** Adapting the timeline to accommodate organizational changes ensured quality wasn't sacrificed for speed.

Looking Ahead: A Partnership That Delivers

EvenUp's implementation of Subskribe CPQ demonstrates how the right technology partner can transform sales operations and support ambitious growth strategies. By providing an intuitive, powerful platform that brings structure and consistency to the quoting process, Subskribe has positioned EvenUp to efficiently scale their multi-product approach and deliver an enhanced experience for both sales representatives and customers.

The partnership between EvenUp and Subskribe showcases how thoughtful implementation of CPQ technology can drive significant organizational benefits while supporting broader business objectives. As Kullar affirms, "I love the product and your team. Thank you very much for everything you guys have done." As EvenUp continues to innovate in the legal technology space, Subskribe remains a valuable enabler of their sales strategy and operational excellence.



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