



Grupo Plus Improves Customer Conversion and Retention Through Sales Cycle Automation



GENERAL INFORMATION

Grupo Plus S.A. is a technology consulting firm specializing in process-based business management. The company has established itself as a benchmark in the implementation of technology innovation projects in Guatemala, El Salvador, Mexico, Costa Rica, and Colombia.

Grupo Plus **advises and supports organizations in their digital transformation.** Its client portfolio includes the Bank of Guatemala, BANTRAB, Banrural, Banco CUSCATLÁN, 5B, MINECO, the Ministry of Finance of El Salvador, Engen Capital, SISA, SigmaQ, and Industrias Licereras de Guatemala.

Industry: Information Technology
Location: Guatemala City, Guatemala

<https://grupoplus.com.gt/>

01 Situation

The **process of creating and tracking commercial proposals** is a cornerstone of sustainable growth and competitive advantage. Efficient management of this process, supported by automated workflows, enhances opportunity-to-sale conversion rates and elevates the customer experience.

Standardizing proposal management with Business Process Automation (BPA) software minimizes errors common in manual tasks, such as duplication, omissions, and subjective interpretation. It also ensures consistency in proposal presentation and accelerates turnaround times. Strategically, **real-time visibility into each sales opportunity** empowers better decision-making, optimizes resource allocation, and enables early detection of market shifts.

Recognizing these benefits, Grupo Plus' leadership chose to **automate the generation and tracking of technical and commercial proposals.** This decision followed a thorough assessment that revealed critical limitations in manual processes, including inconsistent information, poor follow-up, and diminished operational performance.

The first limitation was **the manual management of sales opportunities**, which made it difficult to monitor each case, reduced visibility across the sales pipeline, and hindered collaboration among sales team members. These challenges negatively affected decision-making and overall process performance.



Secondly, **preparing proposals using manual procedures and unintegrated office tools** caused delays in delivery times, increased operational workload, limited traceability, and heightened the risk of content errors.

A third issue was **the lack of uniformity in applying Grupo Plus' internal standards for proposal preparation**, resulting in inconsistencies in content, structure, and level of detail. This lack of uniformity complicated the comparative evaluation of commercial opportunities and weakened client perception regarding professionalism and service quality.

Finally, **the management of documents and commercial information dispersed across multiple physical and digital media**, including local folders, emails, spreadsheets, printed documents, or electronic devices, restricted interdepartmental collaboration and access to relevant data. This made it difficult to tailor proposals to each client's specific needs and highlighted the urgent need for a centralized repository.

“AuraQuantic provides an **intuitive, user-friendly interface** that simplifies navigation, even for users with limited technical training.”

PABLO MORALES

Commercial Director, Grupo Plus

02 Challenge

Facing the growing challenges of its commercial operations, Grupo Plus' leadership decided to implement a technology solution to structure the proposal creation and tracking process. From the outset, the company chose the AuraQuantic platform.

Implementation was completed quickly and smoothly. In **less than two months**, Grupo Plus deployed the automated process for creating and monitoring commercial proposals, a milestone that, according to Commercial Director Pablo Morales, is closely linked to “the outstanding usability of the platform, which enables rapid adoption by the teams involved without requiring advanced technical skills.”

The initial automation initiative delivered outstanding results, including a marked reduction in rework, enhanced task traceability, improved on-time delivery, and real-time access to key performance indicators. These achievements validated the company's strategy and **accelerated its commitment to scaling automation**, with a clear focus on processes that drive efficiency, boost productivity, and maximize customer value.



As Morales explains, “Our vision is for AuraQuantic to become the **go-to platform across all departments**, seamlessly connecting people, technology, processes, and data within a digital management ecosystem focused on achieving results.”

03 Solution

Automating the process for commercial proposal creation and tracking marked a turning point for Grupo Plus’ Sales Department, with a **direct impact on internal productivity and service quality**.

With AuraQuantic, the company now **manages all sales opportunities in a structured manner, from initial contact to closure**, ensuring comprehensive control over each stage of the process. **Proposal preparation is faster, more accurate, and consistent**, reducing response times and ensuring that every document meets the company’s quality standards.

This new approach liberates the sales team from repetitive tasks, enabling them to focus on high-value activities such as tailoring proposals and negotiating with clients. Meanwhile, real-time tracking of each opportunity’s status ensures optimal management of the sales pipeline, improving overall department performance, which, in turn, leads to increased sales, higher close rates, and improved profitability.

A key driver of success has been **AuraQuantic’s user-friendly design**. As Morales highlights, “The intuitive interface enables rapid adoption by staff, even those without prior technical experience.”

Following these achievements, Grupo Plus decided to take the initiative further. To strengthen its technological autonomy and broaden its service portfolio, the company joined the AuraQuantic Partner Network and invested in staff development through the AuraQuantic Training School.

Aligned with its strategic roadmap, Grupo Plus has since **automated additional processes**, including:

- **Internal support request management:** Automation ensures complete traceability of each request, from submission to resolution, providing visibility into status, users involved, and execution times. Task assignment is based on predefined criteria, preventing duplication and optimizing workload distribution. Real-time monitoring increases transparency and operational efficiency in the Support Department.

“The AuraQuantic platform is **extremely versatile and is used by every department** in our company.”

PABLO MORALES

Commercial Director, Grupo Plus



- **Customer incident management:** The AuraQuantic platform ensures every customer incident is systematically documented through structured fields capturing activity logs, resolution times, and corrective actions. This granular level of detail strengthens operational oversight and enables thorough post-incident analysis to uncover areas for continuous improvement.

04 Results

The use of AuraQuantic has led to substantial improvements across multiple functional areas at Grupo Plus, underscoring the strategic value of Business Process Automation as a catalyst for resource optimization, cost reduction, process acceleration, quality enhancement, regulatory compliance, and innovation.

Quantitative results include:

70%

Reduction in execution times

80%

Decrease in customer response times

70%

Savings in implementation time

95%

Reduction in paper consumption

50%

Reduction in operating costs

50%

Improvement in decision-making

Qualitative improvements include:



Standardized proposal structure and content, ensuring consistency in format, design, pricing, and legal clauses.



Personalized offers tailored to individual client needs, boosting loyalty and likelihood to recommend.



Centralized tracking of each proposal's status, streamlining management of the entire sales cycle.



Improved intra- and interdepartmental collaboration.

"At Grupo Plus, we go beyond guiding our clients through digital transformation; we lead by example, driving change from within and strengthening our organizational autonomy."

LUISA MORALES ANDRINO

Key Account Executive



*“The implementation of **AuraQuantic BPM** marked a pivotal step toward **intelligent sales process automation**, **eliminating manual tasks**, enhancing team collaboration, and significantly accelerating the offer generation cycle.”*

LUISA MORALES ANDRINO

Key Account Executive



Significant increase in the conversion rate from proposals to contracts.



Enhanced decision-making through historical data analysis and predictive analytics.



Strengthened internal compliance through automated application of company policies, rules, and procedures within digital workflows.

Beyond these results, **Grupo Plus has defined three strategic priorities** for the coming years: **consolidating its international expansion**, **harnessing AuraQuantic's artificial intelligence capabilities** both internally and in customer automation projects, **and deepening the use of the platform's predictive analytics features**.



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