

case study



Cross
Rental
Services

Standardising Complexity: Building a Scalable Commercial Architecture

Cross Rental Services is a market-leading provider of commercial, heating, refrigeration and climate control solutions across the UK and Ireland.

As Cross Rental have scaled their operations, the diversity of its commercial offerings have created a high volume of bespoke sales and operational logic.

The existing systems and processes required heavy manual translation to bridge the gap between initial customer inquiries and backend operations.

To support their next phase of growth, the executive team required a standardised, digital commercial model.

Objective:

Transform complex, variable business rules into a repeatable digital blueprint to be created within Salesforce, whilst streamlining the enquiry process and providing both visibility of pricing performance and improved governance.

Approach & Strategy:

The project was approached as a “Commercial Architecture Alignment”. Working closely with Cross Rental’s sales and operational leadership teams.

- Mapping Business Objects: Translate a diverse range of asset charges, discount levels, delivery logistics, and ancillaries into a standardised, unified product and service price model.
- Standardise Commercial Logic: Create a structured rule-book to be applied within Salesforce that automates the relationship between asset selection, contract duration, and logistical requirements.
- Protect Agility: Create an architecture that ensures that high-volume hires could be executed with minimal administrative friction, while large corporate accounts automatically inherit their negotiated contract frameworks.

RESULTS

By establishing a robust commercial foundation ahead of the Salesforce system Go Live, Cross Rental can now achieve an implementation that actively supports their growth.

- **Operational Velocity:** Eliminating manual process bottlenecks, allowing sales and depot teams to move seamlessly from a validated inquiry to order delivery.
- **System Adoption:** Because the system configuration is specific and simplified, frontline staff in sales and customer service will adopt the new workflows with minimal friction.
- **Scalable Foundation:** Deliver of a new pricing model with a repeatable structural framework, ensures that future growth, new asset lines, or corporate acquisitions can be integrated into Salesforce smoothly and efficiently.