



80% Reduction In Time-To-Quote

 **Industry:** Construction  **Customer Since:** 2024  **Products:** Document Studio  **Features:** Document Generation, Automation

COMPANY BACKGROUND

Based in Canada, [Manulift](#) is a national distributor of telehandler equipment, specializing in products from Merlo, an Italian manufacturer, and Snorkel, a U.S.-based manufacturer. Serving industries such as construction, agriculture, industrial, and mining, Manulift plays a crucial role in delivering innovative lifting solutions to customers across Canada.

THE CHALLENGE

Manulift's quote generation relied on fillable Adobe PDF documents and supporting tools outside Salesforce. This created operational issues:

Limited visibility: Sales reps and management had no way to track sent or outstanding quotes.

Manual updates: Updating quote models or specifications required manual work and coordination with a graphic designer.

Version control problems: Documents were stored and shared in SharePoint, leading to duplication and teams working from outdated or incorrect versions.

THE SOLUTION

Manulift implemented Titan's [Document Studio](#) to move quote creation into Salesforce.



Quote models, specifications, images, SKUs, and pricing live in Salesforce and are automatically pre-populated in multiple languages. Updates are made once and reflected across all quotes without manual steps.

Sales teams generate, update, and send quotes without manual edits or design support. Less time fixing documents means more time working with customers.

KEY RESULTS

- ✓ **80% Reduction in Time-To-Quote:** From 10 hours to 2 hours. Time previously spent updating documents is now back with the sales team.
- ✓ **4x Faster Doc Updates:** Tariff disclaimers that previously required multiple steps now take just 2–3 hours to apply.
- ✓ **Improved Accuracy and Compliance:** Sales reps select only from approved SKUs and warranty options, reducing errors such as incorrect warranty terms.
- ✓ **Better Visibility:** Quotes are tracked directly in Salesforce, giving sales teams and managers real-time oversight.

“Titan’s Document Studio has saved us hours on every quote update and has allowed us to provide higher-quality, more consistent documents.” Miguuël Bergeron, Director of Application Systems and Optimization at Manulift

MANULIFT’S NEXT STEPS

Manulift plans to extend Titan Docs beyond quotes to [automate sales contracts](#) and other customer-facing documents.

This will further [reduce manual work](#) and support [scalable sales operations](#) across the business.