

# Automate and centralize metals sales processes — Gathering client data

## Context

The company is a multinational mining group, particularly involved in aluminum. As of today, the firm has more than 40,000 employees worldwide.

We collaborate with their freight, aluminum and copper trading teams around the world (Asia, Europe, the Middle East and North America).

## Our mission

We designed and developed a tailor-made web solution in collaboration with the firm's trading and digital teams.

The Lleed & Partners team was commissioned for its expertise in process automation and optimization. Combined with the trading team's expertise, we successfully enabled the client to better deliver to its customers.



# More time for your team, faster quotes for your clients.

## The problem

Shortly after the first meetings and discussions with the client, our team of consultants identified some repetitive tasks within the sales and trading processes.

The Llead & Partners team alongside the trading team automated quote generation for faster client quote deliveries and significant time savings on the trading and sales team's side.

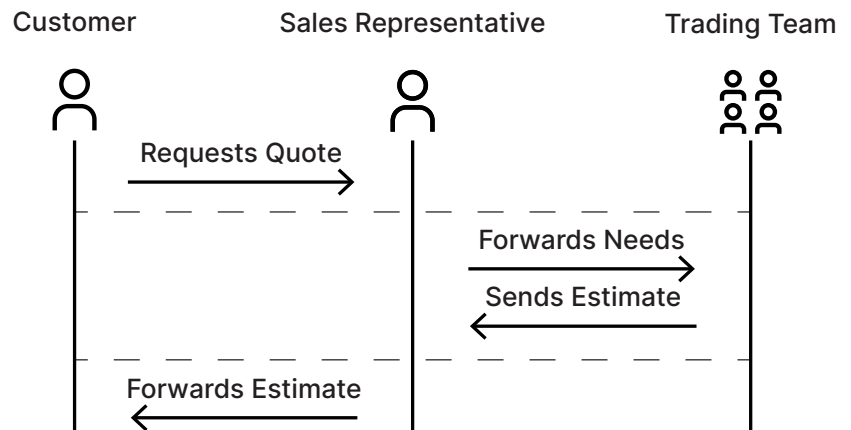
## The solution

### Process Automation

Given its business expertise in commodities trading and operations, our team worked alongside the trading team to automate quote generation.

We implemented complex pricing models based on dozens of parameters, ranging from live data to in-house indicators. This led to fewer communication and errors between the trading team and sales representatives, automated trade confirmation file generation and enabled them to focus on their core business.

### Without Auto-Quotation / Before



### With Auto-Quotation / After

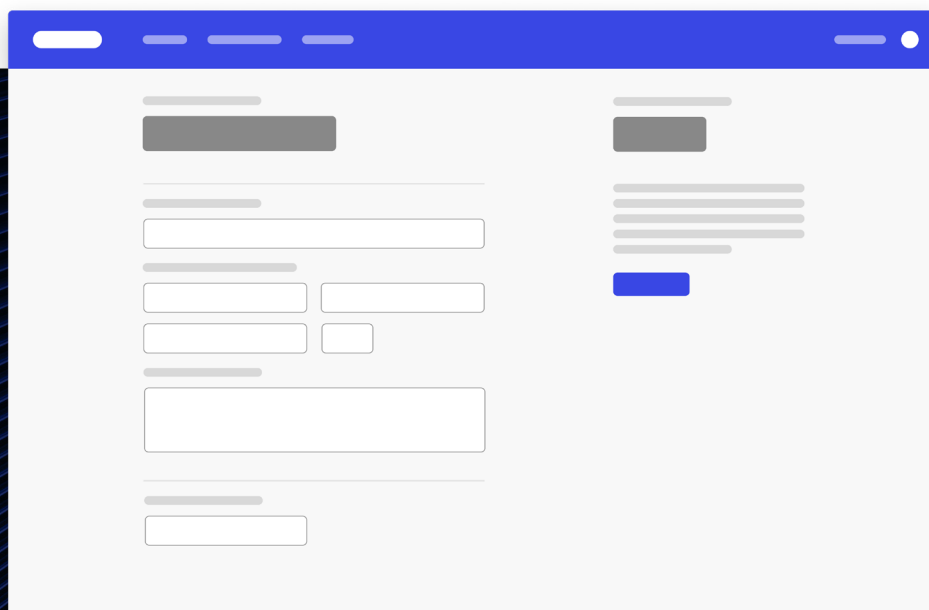


### Leveraging our client's data

In addition to optimizing the sales process, our solution enables gathering data from the moment a client requests a quote to the moment it expires or is confirmed by the back office. Opening a whole new world

of possibilities for sales analytics and optimization.

Understanding which quotes are accepted by clients, which sales representatives perform best and more.



Sample Web App interface  
for Auto-Quotation

## Key Performance Indicators

**5x** faster quotation  
as perceived  
by the client

**20k+** data points  
for sales analytics  
in 6 months

Enforced data  
integrity and  
compliance



# Your contacts at Lleed & Partners

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