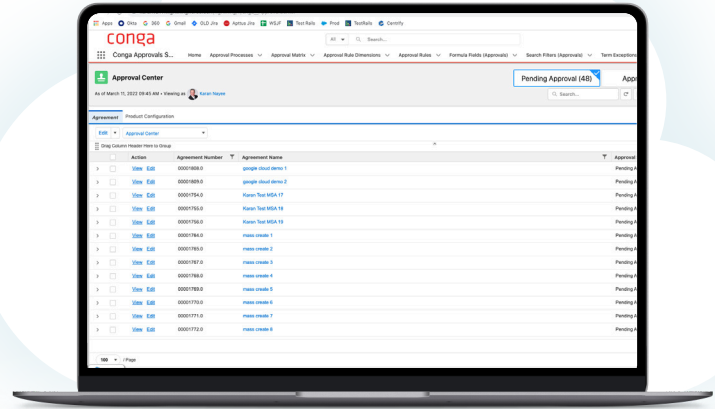# Conga Approvals

Drive better insights into any quoting, contracting, or approval process

Achieve a higher level of approval workflow automation and elevate business process automation to drive better insights into any Salesforce or approval process. Approvals' combination of easy-to-use features and detailed insights reduces manual intervention, providing a better user experience for both submitters and approvers.

Challenges

- Handling complex approval processes manually eats up productivity

- Lack of visibility into the approvals timeline can cause bottlenecks

- Manually tracking what approvers need to be involved depending on varying circumstances can create confusion

- Complex approval processes can frequently cause errors and missed steps

- Time-consuming approvals decrease the likelihood of closed deals

- Rogue discounting and other inconsistent sales behaviors reduce deal margins

Key benefits

- Automate approval workflows

- Increase deal-flow visibility

- Decrease the amount of time required to approve a deal

- Reduce rogue discounting

- Increase productivity of both submitters and approvers

Results achieved with Conga Approvals

35% faster deal approvals

21% decrease in rogue discounting

42% increase in deal visibility

Features

- **Approval center:** Manage approval requests across all business objects in a centralized place.

- **Automatic approvals and re-approvals:** Automatically approve requests that have been previously approved, or that meet custom criteria that is always approved.

- **Ad hoc approvers:** Allows approvers to be included in one-off, or specialty requests without their approval being required in all future requests.

- **Unlimited approval steps:** Conga Approvals can handle any amount of approval steps needed for your process.

- **Group approval options (quorum, majority, unanimous, percent-based):** Identify approval groups within Conga Approvals, making it faster and easier to select approvals needed for certain requests.

- **Approval previews:** See who will need to approve your request prior to submitting.

- **Mobile approvals:** Approve on the go from your mobile device and via email.

- **Time-based escalation:** If a chosen amount of time has passed without approval, the request will be escalated to the approver of your choosing.
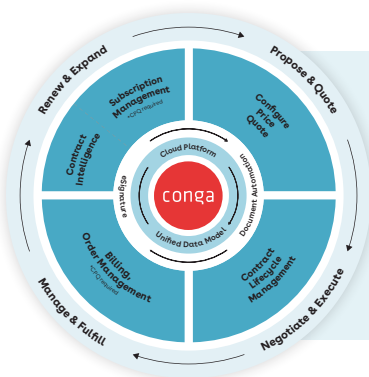
Case Study:

Challenge
A large company in the financial services industry serving over 20,000 clients was struggling with an approval process that was far too manual. Multiple agreements were being managed across divisions with limited visibility, which was extremely challenging considering the amount of volume they were dealing with on a regular basis.

Solution
Conga Approvals was an excellent fit for this challenge. The ability to automate approval processes eliminated the need to analyze who needed to be involved in each approval process based on differing conditions, increased visibility into where approvals stood, helped to identify roadblocks, and greatly sped up the time it took to complete approval cycles.

Results
- Since implementing Conga, this company has converted 46% of their manual processes to self service, which is helping to free up their resources for other projects and initiatives and overall has created a faster time to revenue.

Conga Approvals is a critical component of Conga Revenue Lifecycle Cloud, a set of unified products built on Conga Platform that enable you to crush your unique revenue lifecycle complexities and increase revenue certainty. Conga's open, flexible, and high-performance solution unifies, automates, and standardizes revenue processes across all teams to maximize customer lifetime value.