

## CASE STUDY: CWB NATIONAL LEASING

How to do you turn a challenge into an award-winning software solution? With a break through!

### CWB NATIONAL LEASING

CWB National Leasing is a big deal. They're Canada's largest and longest-standing equipment financing company. They've helped more than 324,000 business customers secure equipment with a full range of financing services in agriculture, construction, transportation, forestry, health care, commercial, and golf and turf equipment industries.



### THE CHALLENGE

CWB National Leasing had concluded that it was taking far too long to receive and process quotes, which diminished their ability to interact with vendors as quickly and as efficiently as required to meet their immediate needs.

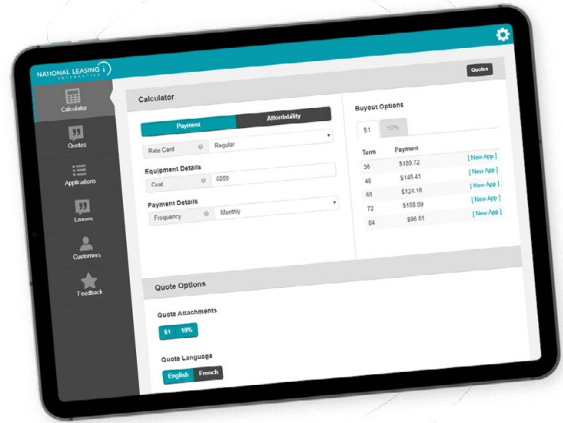
They understood that today's businesses need rapid responses and feedback when it comes to leasing, and knew there was an opportunity to find a new way to get information and approvals to their customers as quickly as they needed (and expected) it. They had to find a way to give their customers easy access to their tools, leasing information, and leasing approvals, focusing on convenience and a top-notch service experience.

## THE INVISION BREAK THROUGH

By working with the CWB National Leasing leadership team to define and clarify the challenge, and, figure out the subsequent (big!) opportunity, the inVision team helped set the stage to solve the 'right' problem.

A cross-functional team of employees was formed, and they ran through a number of idea generation and validation sessions focused on developing breakthrough ideas that would ultimately address their key challenge.

As top ideas were further developed, plans were put in place to test, validate, and launch the top solution.



## THE RESULT (DRUM ROLL PLEASE...)

The award winning [NLi Quoting Portal](#) was created! It generates a quote and application for financing in seconds, dramatically accelerating the sales process.

Plus, it's available anytime, anywhere on a desktop, tablet, or mobile device.

“ The unique nature of their business makes [inVision] easy to deal with, and it was easy to bring them into our business and help us. It was never overwhelming, and always feels like we are dealing with someone who works with us, versus a larger consulting firm that is more about hours charged. They make a very personal investment in our success. A great fit with our culture.”

- Grant Shaw, Senior Vice-President, People and Culture,  
CWB National Leasing

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