Manufacturer Creates Automated Self-Service Customer Interface

A national manufacturing company, reached out to Sketch Development Services with a distinct challenge. They wanted to streamline their sales process, reducing the burden on their lean sales team. But more than that, they envisioned a tool that would enable their customers to design custom railing systems, providing an unprecedented level of self-service to their industry.

TECHNOLOGIES BEING LEVERAGED INCLUDE:

Programming skills: SvelteKit, TypeScript, SendGrid, GitHub, Google Cloud Platform (GCP), Cloud Storage, Firestore, Cloud Run, Google Maps API, Google Analytics, Cloud Build

> We received a request from a prospective customer for a competitive bid on a Friday afternoon when our primary sales representative was out of the office. Normally, it would have taken him an afternoon to calculate and respond with a quote. I was able to provide the entire detailed quote without our salesperson's input using our new solution in only **ten minutes** to help us secure this business. I was able to accomplish this while the product was still in development and even before the solution had *officially* launched."
>
> — **President,** *Manufacturing*
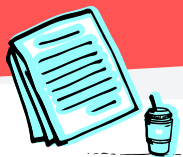
CHALLENGE

Without an in-house software development team, this manufacturer required a reliable partner to bring their ambitious vision to life. They needed an advanced yet user-friendly drawing tool - one with features often found only in complex CAD applications. The goal was not just to automate their sales process but to revolutionize the way their customers interacted with their products and services.
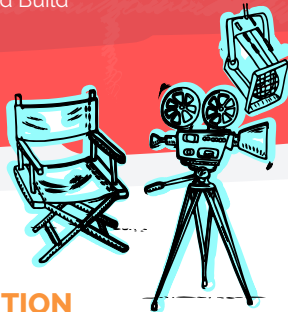
SOLUTION

The two-person team at Sketch Development Services accepted the challenge, setting out to develop a cutting-edge solution. **Employing SvelteKit for front-end development and integrating Google's suite of Cloud offerings, the team built a web application that went beyond the conventional.** In just two iterations, they delivered an advanced drawing tool that lets customers design railing systems directly onto Google Maps or on building blueprints. Despite the complexity typically associated with such features, the team ensured it was developed with a simple user interface that all users could navigate with ease. In addition, the solution was able to generate material cost calculations, as well as shipping estimates for the end products.
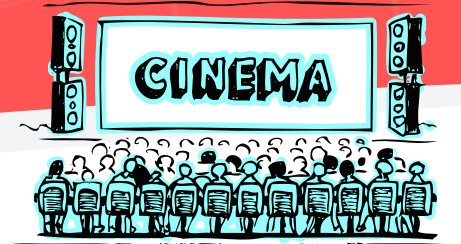
RESULTS

The final solution surpassed all expectations. Not only did it reduce the quoting process from hours to mere minutes, but it also introduced an innovative method of interacting with the product for customers. The manufacturer had a working MVP that satisfied their core need in half the time projected. This enabled the Sketch team to also deliver the client's stretch goal of a custom drawing capability for new construction quotes that was not initially believed achievable in the short five iteration effort. The product delivered will allow the client's internal team to self-manage the content, database, and scalability of the web application.