

# CASE STUDY :

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MANUFACTURER OF INDUSTRIAL PLUMBING FIXTURES

## PROBLEM :

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A leading manufacturer of plumbing fixtures in Milwaukee, Wisconsin was looking to automate the facility site inspection process for their emergency eyewash and drench shower products. The existing process, built on a series of Excel spreadsheets, was cumbersome, error prone, time consuming and didn't allow for effective retrieval or reporting of survey results. Because each survey and the corresponding product recommendations can be associated with significant incremental sales revenues, streamlining this process was of critical importance to company management.

## ACTION TAKEN :

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The company engaged MSI to build a mobile solution enabling the company's sales representatives, manufacturer's representatives, distributors and end-user customers to electronically create new surveys, review existing surveys, retrieve, filter and sort survey data and create reports. Survey data and customer information is stored on a MySQL database that also accesses product information (part number, description, cost) and electronic product specification sheets and other marketing materials. Survey results, various statistics and customer reports are retrievable by sales representative, distributor or by customer.

## RESULTS :

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The company expects the automated MSI solution will allow sales representatives to complete twice as many surveys as the existing solution and allow for dynamic electronic compilation and distribution of Facility Site Survey Reports. The electronic reporting capabilities will significantly reduce the report preparation time, mostly eliminate paper products waste and get critical information in the hands of the customer weeks earlier than before.

Future plans include using a mobile application to complete the surveys along with a mobile device capable of reading barcodes and taking pictures which will be attached to the surveys.