Material Estimator App

Customer loyalty skyrockets with time-saving pricing tool

In the United States, Mueller Inc. has been one of the country's most successful construction companies. With a focus on providing exceptional service to its clients, Mueller's success is due, in part, to its ability to deliver high-quality projects in a timely and cost-effective manner. However, the company's growth was hindered by a pricing problem that slowed the sales process and frustrated its contractors.

"The pricing process delayed projects and buried contractors in paperwork," says Mark Lack, Mueller's chief executive officer. "It was a tough problem for us to solve, but we knew it was important to make things better for our customers and our sales team." To address this issue, Mueller turned to the IBM Garage for help.

The IBM Garage is a team of experts who work together to develop innovative solutions for businesses. They use design thinking to help companies solve complex problems and transform their business operations. In this case, the IBM Garage was brought in to help Mueller solve its pricing problem.

The IBM Garage went onsite with Mueller to understand the company's needs and work with them to create a solution. They used design thinking to uncover unique insights by speaking directly to users in the field. The IBM Garage also used a Minimum Viable Product (MVP) approach to build a pricing tool that allowed contractors to quickly and easily generate quotes, increasing efficiencies and improving the overall customer experience.

"We worked closely with the IBM Garage team to identify the needs of our contractors and create a tool that would make their lives easier," says Lack. "The pricing tool helped us increase our sales and improve our relationship with our customers. It's been a complete game-changer for us."