

# Creating a Great Customer Experience with DriveWorks

Dolphin Solutions' sales process is cut down from days and weeks to minutes and hours with the implementation of DriveWorks CPQ for Manufacturing technology

## **The challenge**

Dolphin Solutions, based in the UK, design and supply a range of products and accessories for commercial washrooms.

Before implementing DriveWorks CPQ for Manufacturing technology, Dolphin Solution's order process was lengthy and time-consuming with each individual bespoke mirror unit and associated production files, designed manually from scratch using SOLIDWORKS®. This involved a lot of dialogue between the sales team and design team.



Days and weeks of design time reduced to minutes and hours

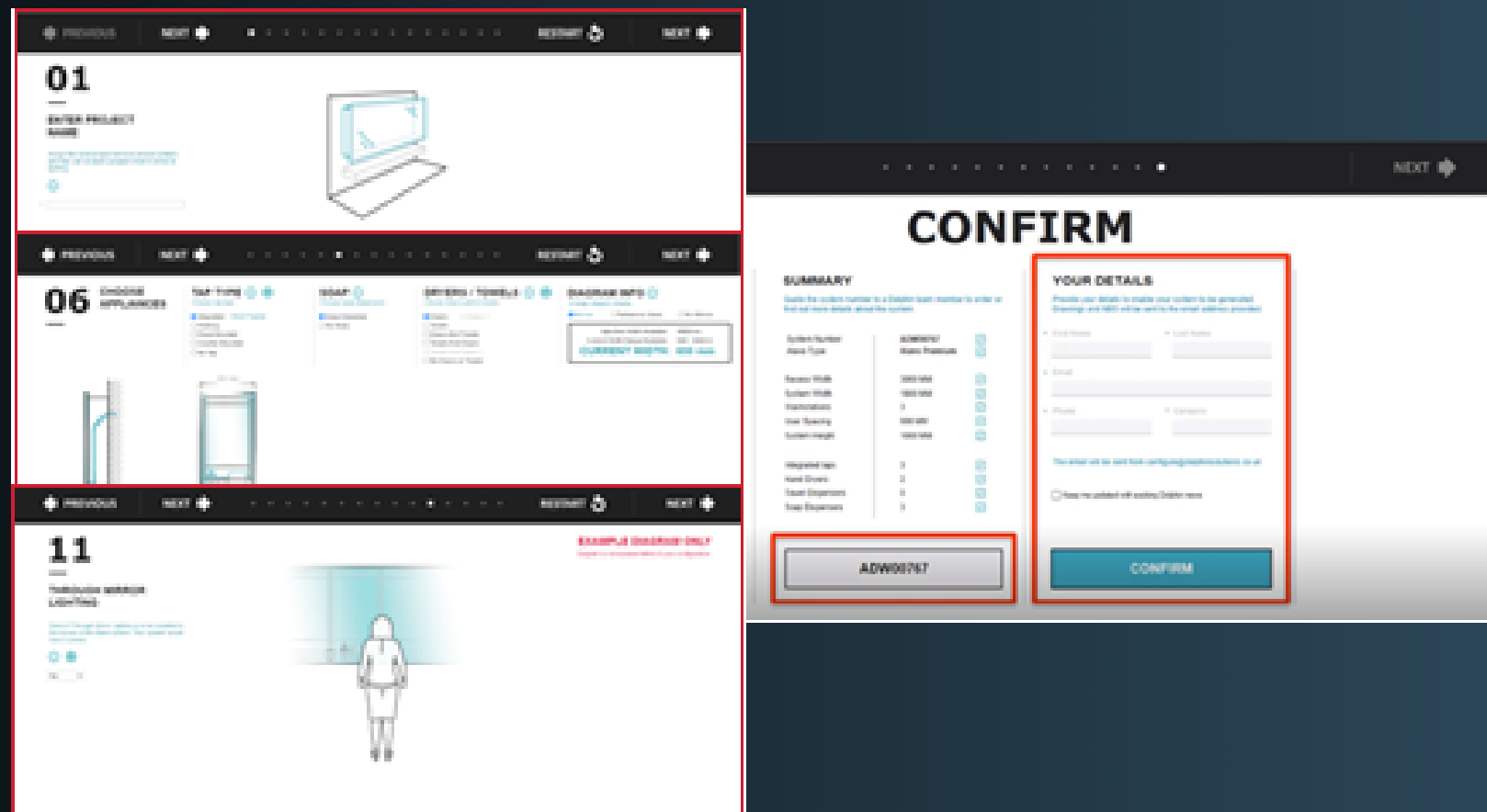


Errors are significantly reduced as every product option is manufacturable

## The solution

The sales team can now take the configurator tool directly to customers on laptops and tablets that display product options. Using DriveWorks rules-based technology, only options that are manufacturable are shown to customers, eliminating costly errors in the manufacturing process. Orders can be submitted straight to the design team.

When a customer has completed a specification, their details are captured and they are given a unique specification ID. This enables Dolphin to track orders and assign the ID to the customer's project.



| SUMMARY         |                 |
|-----------------|-----------------|
| System Number   | ADW00767        |
| Appliance Type  | Washing Machine |
| System Model    | W10000          |
| System Size     | 1000mm          |
| System Color    | White           |
| System Features | Washing Machine |
| System Options  | Washing Machine |
| System Price    | £1,200.00       |
| System Status   | Confirmed       |

**YOUR DETAILS**

Provide your details to enable your system to be generated. (Emails and SMS will be sent to the email address provided.)

First Name:

Last Name:

Email:

Phone:

Company:

☐ I agree to be sent the configuration information on an email.

☐ I have not provided my details to Dolphin.

## Added benefits

Dolphin have created an online configurator that is easy to use, has all the relevant information, and is aesthetically pleasing. They used DriveWorks to create forms that guide the customer through the configuration process, with relevant tips and information throughout.

Every time a new specification is generated, DriveWorks and SOLIDWORKS work together to create a brand new drawing for each specification, ready to be sent to the manufacturing floor.

An email alert is also triggered when a specification is complete, automatically sending an email to the sales and marketing teams, with information including the customer name, email, phone number and company. The customer also receives an email confirming their order.

*"The days and weeks are cut down to minutes and hours, because our customers are finding their final design much quicker. They can see all their options and the drawings are generated automatically."*

**Robert Allen**  
Product Design Engineer at Dolphin Solutions