

Maglin Speeds Up Their Sales Cycle & Improves Customer Service With DriveWorks

Maglin use DriveWorks to respond quickly and effectively to customer requests for custom configurations.

The challenge

Maglin Site Furniture is a leading North American manufacturer of public site furnishings, including seating, tables, waste containers, bike racks, and planters for public gathering areas. Through outstanding design and innovative use of recycled materials, they create high quality solutions that enhance the aesthetics and functionality of all environments. Maglin started using DriveWorks to get to manufacturing quicker and speed up their cash conversion cycle.



CPQ order process
down from two weeks
to one design session



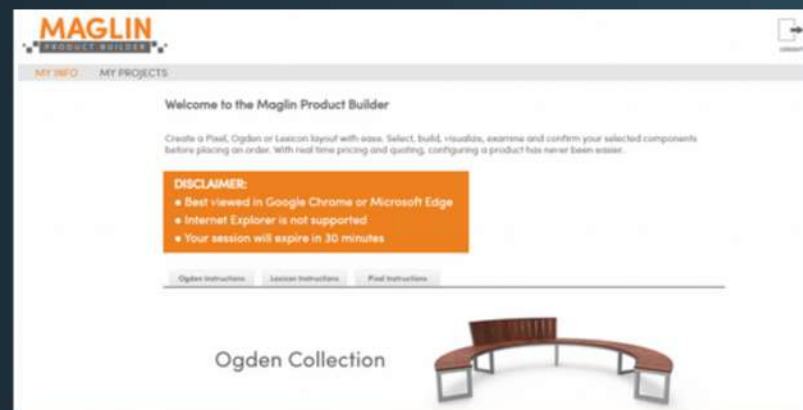
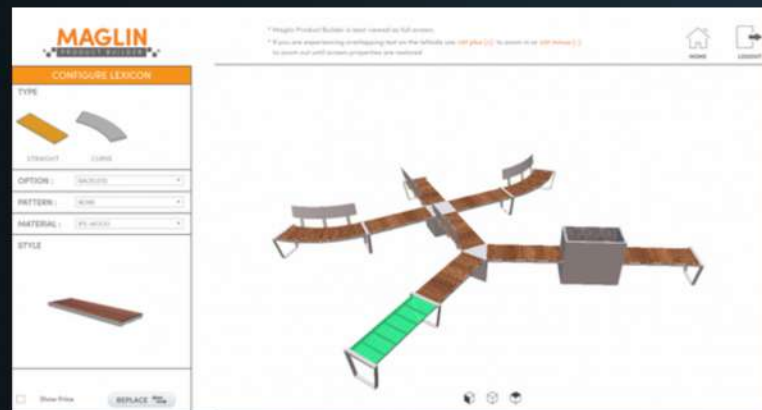
Designers freed up to
use their creativity to
design new products

The solution

Maglin use DriveWorks as the CPQ solution for three of their furniture lines. Each line is built to order with thousands of possible configurations.

Before using DriveWorks, a Maglin sales rep would record the customer's required specification and request a drawing. An engineer would create the drawing and send it to the customer for approval before production could begin.

Now, using DriveWorks, sales reps can automatically create drawings based on the chosen configuration. While configuring, the system continually updates in real time, with live, accurate pricing. When the design session is over, the customer has drawings and a model to insert into their site drawings, plus a quotation. DriveWorks is integrated with Maglin's freight partner's database, so accurate shipping costs are generated automatically.



Added benefits

Maglin's previous drawing approval process took up to two weeks. If the customer required changes, that timeline could be up to a month. Now, sales reps automatically create drawings with the customer, in one design session, without taking up design engineer time.

DriveWorks has automated time-consuming and repetitive design tasks, freeing up designers to use their creativity to design new products. As the sales cycle is quicker, overall business revenue is increasing, and they can add more designers to the team. The sales team also has more time to focus on customer service and retention, which is critically important to Maglin.

"Our sales people now have more time to maximize the use of our CRM. They can see who has been working on layouts online and give people a call to talk about their needs. We want new clients and new projects – that's the most valuable use of their time."

Aaron Dawson
Director of Manufacturing Maglin