



# Customer Success Story

## Glastic Composites Improves Customer Service and Generates Sales Leads

### The Situation

Röchling Glastic Composites provides global customers with a variety of stock products, sheets, shapes, materials and custom pultrusion capabilities. For more than 50 years, they have been synonymous with engineered composite materials that provide excellent dielectric, thermal, corrosion, abrasion and structural properties.

While Glastic products and services are available worldwide through a network of authorized distributors and fabricators, they recognized a need to make their products available to customers through their Web site. Online purchasing capabilities could potentially increase the company's overall business, sales and provide a better service experience for their customers.

### The Solution

After having worked successfully with MAPSYS on several past projects, and being impressed by their flexibility, timeliness and cost-effectiveness, Glastic engaged the company again to develop an application for online sales and tracking.

MAPSYS analyzed existing sales processes, products and platforms prior to making a recommendation for implementation of a forward-thinking system that used .NET application delivery to access data on a System i. Creating this type of an application would enhance graphical interfaces and modernize the experience for the end customer. The new application was based on development of a formula that would not only allow Glastic and its customers to see and purchase available inventory and track existing orders, but also to forecast how long it would take to reach projected inventory levels for future product needs.

During the development phase of the process, MAPSYS approached Bill Couch, IT Director for Glastic Composites, with a recommendation for an enhancement that would improve the overall sales process and increase prospective business opportunities. MAPSYS would develop an embedded function that tracked a customer with a unique identification each time they entered the site. They would also create a record for each product and page the customer viewed. Each time a record was made in the system, a report was generated to the appropriate sales representative. The report included key data about the users visit, better preparing the sales representative when following up with the client.

### Results

To date, the system has been successful for Glastic and its customers. It has streamlined customer service process, both externally and internally. Overall, less time is being spent handling individual customer service phone calls regarding order status, leaving more time to focus on the new sales leads generated by the new system.

"MAPSYS has an uncanny ability to bring in the right people to provide the right perspective at the right time," said Couch. "They yet again exceeded our expectations with their forward-thinking style and their clear and careful understanding of our needs. They're a true go-to partner."

## Key Highlights

### Industry

Composite Materials

### Challenge

Needed to make their products available to customers through their Web site

### Solution

MAPSYS custom-designed .NET application for online sales and tracking



920 Michigan Avenue

Columbus, OH 43215

614.224.5193

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