

Product Search and Sizing Solution Improves Sales Team Response Time 60%

CASE STUDY

Overview

Our client is a Fortune 500 manufacturer operating in over 150 countries. They deliver a broad portfolio of engineering services, industrial automation equipment, climate control systems, and precision measurement instruments. With a vast and complex product catalog, the client's sales and field service teams faced challenges in quickly identifying the right components—especially valves and steam traps—for customer needs. To address this, the client partnered with rSTAR to develop a powerful, user-friendly sizing tool solution that streamlines product discovery, enhances customer responsiveness, and improves operational efficiency. The resulting intelligent sizing tool cuts product search time in half and enabled the sales team to respond to customer requests 30–60% faster.

CHALLENGE & SOLUTION



The Challenge

Navigating a Complex Product Catalog

- Large product inventory made it difficult to locate products quickly which delayed customer responses.

Time-Intensive Search Process

- Teams had to consult multiple systems to find product specifications, which slowed response times.

Lack of Unified Access to Data

- Without a single intuitive interface, users struggled to filter, compare, or save product data.



The Solution

Centralized Access via Web-Based Platform

- The sizing tool is integrated directly into the client's website, offering a secure login and clean dashboard.

Smart Search, Filtering, and Data Sheet Automation

- Users can input parameters to instantly refine results and generate downloadable technical PDF data sheets.

Better Organization and Data Views

- Users can manage projects and data views with Excel-style filters and drag-and-drop sorting by project, tag ID, or date.

Technologies



ReactJS



NodeJS



Azure App
Services



Postgres
Database



Azure DevOps
(CI/CD)

RESULTS



30–60% Faster Sales Response Times

Sales and service teams can now identify and recommend products in minutes, significantly reducing turnaround time for customer inquiries.



60% Improved Product Matching Accuracy

The platform ensures that users select the right components based on technical specifications, reducing errors and rework.



80% Reduced Manual Effort

Time-saving features like batch downloads, project grouping, and smart filters reduce manual effort and streamline workflows.



100% Improved Confidence and Independence

With intuitive tools and centralized access, teams are more self-sufficient and effective in navigating the client's product catalog.

Partners with Deep IT Knowledge:

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