

Easier ordering and faster quotes for Troax customers

Headquartered in Hillerstorp, Sweden, and with a local presence in over 40 countries, Troax is a market leader for metal-based mesh protection panel solutions used in machine guarding, warehouse partitioning and property protection.

In 1995, Troax began searching for software to support and improve the quotation and sales process for the company's property protection products. The search led to Configura.

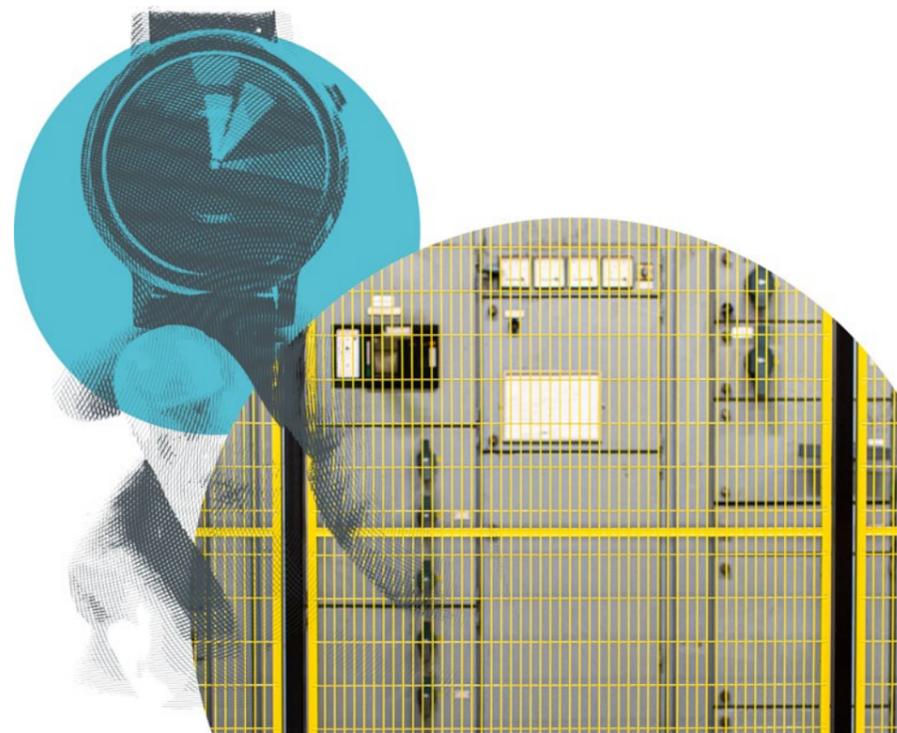
Today, Troax has 300 users benefitting from the solution – and saving the company time, money and resources in the process.

“When a customer reaches out to use our products, we are not the most important piece of building their system – much like pallet racks or conveyors are – customers come to us after those primary products. So it's very important that our ordering process is very easy,” said Martin Ask, digital business developer for Troax.

Configura's rules-based software eliminates human errors that often occur when quotes are generated manually. Behind the scenes, the software handles the complexity of Troax's products so the sales process can be as quick and efficient as possible.

The software lets users produce detailed quotes for large, complex projects within the same day or even in a matter of hours. The order process for customers is easy to understand and enhances communication. Configura's 3D rendering capabilities allow customers to see exactly what they order.

“The industry in general has higher expectations than ever before and the time customers expect to spend on purchasing our product systems is becoming less and less. Our customers expect us to supply them with 3D renderings, layout drawings, a complete materials list and pricing. Our sales team relies on the software to deliver on customers' demands and to sell our product quickly and efficiently. It makes the sales process so much easier for us, our sales team and our customers,” said Ask.



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Martin Ask, Digital Business Developer at Troax