



Lindquist Mobile Application

Impact on Business Review

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1. Does the Lindquist management view the solution as a strategic move in achieving their business objectives?

Creating the “Tool Steel Selection Guide” was indeed a strategic move in achieving our business objectives. The app has given us worldwide exposure, receiving inquiries from across the globe. It’s also a new tool for our customers to get all the information they would ever need right at your fingertips and shows that we are highly invested in innovation and our constant attention to a changing industry.

2. Do customers perceive the Lindquist solution to be a key differentiator over competitors?

I believe they do, our app has a lot of key features that others do not possess. The “Tool Steel Selection Guide” provides an additional tool for tech references as well as provides the opportunity to quote your material right from the job site. Our app is also unique in the fact that the user starts with their finished product and is given recommendations for what materials we provide for each job. These unique factors are viewed as advanced technology in an older industry.

3. How has the customer’s response been to Lindquist’s mobile app?

Customer feedback has been very positive. We have received countless comments on how user friendly and time saving our app is and our user following is growing every day.

4. What is the % of total sales being generated through the mobile app?

Our mobile app has generated roughly 12 percent of total sales.

5. What are the key changes the customers experience with Lindquist’s new mobility solution?

Some of the key changes that customers experience with our new mobile solution are that they now have more technical information at their fingertips; our information is mobile and immediate so that users can look up anything they want while in the middle of a job right in their shop. It’s also a free tool that helps our customers save time and ultimately money.

6. How is the mobility solution helping the Lindquist sales team in achieving their goals?

Our app has aided our sales team immensely. It provides a new piece of technology to talk about and has really developed into its own marketing tool that helps our sales team open doors that were previously closed.

7. How is the sales team updating customers about new products Lindquist offers?

Our sales team updates our customers on new products in many ways. We use email marketing, social media, conventional face to face visits with printed information, and now the app itself.

8. With the success of the iPhone app, is there a plan to offer the same solution on other platforms?

There is definitely a plan to branch out in the near future. We have had a lot of success on the apple platform and plan on expanding to android to fully branch out in the mobile world. We also have a couple new features that we have been thinking about updating in our current application as well as adding more products and services. The opportunities are endless.

9. What initiatives did Lindquist take to market this new mobility solution?

There were several initiatives that we took in marketing our app. We started a huge email marketing campaign, reaching out to all of our customers. We provided cool iPhone replica index cards that had a screen shot of what our app looks like as well as a QR code on the back that are distributed by our salesmen and with our invoices as well. We are also constantly updating our social media pages with new information regarding the app and the various services it provides.

10. What is the return on investment (ROI) of the iPhone mobile application?

Our iPhone app has seen a complete return on investment and then some. We are very excited for future business and updates to come and are extremely pleased with the business and reach our app has created.