

As part of our Digital Design project, eThink developed the Rapid Quote APP which has been a driver in moving away from traditional storage design methods into a new digital generation of tools.

Throughout the project eThink were meticulous in their work, their dedication to meeting deadlines and management of the design process was phenomenal. At Rapid Racking we continuously look for ways to innovate and instigate developments within our market – that's what makes us the UK's leading specialist in Shelving & Racking. eThink understood are core values in innovation and strived to help us achieve a challenging technological initiative.

Therefore, when we launched a game-changing development to the market, our Digital Design Services, in 2018 it was a success. Today, our customers are given an exceptional digital experience when it comes to storage design including Virtual Reality, 3D drawings and Instant Quotes.

As a result of eThink's involvement, and our combined efforts, our storage designers can now price a project instantly when visiting a customer by configuring a quote on the APP with full control over: pricing, services, and a vast product offer. e-Think's contribution has not only supported us in creating a "wow" factor for our customers, but also improved the productivity of our team significantly.

The team at e-Think ensured the APP project ran smoothly, with clear communication at all stages of development. Thanks to their quick understanding of our business and our objectives, e-Think gave us added-value advice on the functionality of the app and worked brilliantly with our Web team. We would strongly recommend e-Think to any business looking to develop an APP, and would like to thank eThink for their outstanding work.

Over all the job amounted to £25,000 which was an extremely competitive price for the amount of work completed at an extremely high quality.

Kind regards  
Alec McCutcheon  
Head of marketing

