

A 10-person contractor cuts quote time by 75%: Sales and customer service

CONSTRUCTION AND TRADES

MICRO

SALES AND CUSTOMER SERVICE

-75%

QUOTE GENERATION TIME [1]

-60%

WEEKLY QUOTE EFFORT [1]

+40 pts

WIN RATE [1]

PROBLEM

Quotes took two hours, arrived the next day, and consumed 30 hours of work each week. The owner spent scarce capacity preparing estimates before knowing whether each lead was a good fit.

SOLUTION

The company qualified leads, leveled workload, found root causes, and introduced an online quote calculator. The new flow standardized early estimates and reserved detailed effort for qualified opportunities.

RESULT

Quote generation fell to 30 minutes, and weekly quote work fell to 12 hours. The reported win rate also moved from 43% to 83%.

BUSINESS LENS

Porter: faster, consistent quoting improved competitive response without adding sales staff.

ASSUMPTIONS AND LIMITS

The source uses a 1-10 micro definition. The win-rate change is 40 percentage points, not a 48% relative change.

"Lean has helped the business solve problems we know we had, but also many more we did not know existed."

Company leader, cited by Nelson and McDermott

DEPARTMENT APPLICATION

SALES AND CUSTOMER SERVICE

Thirty-minute quotes improved customer response.

Application analysis based on the cited source. It is not a separate measured result.

Prepared by Ocmulgee Business Process Solutions from the cited independent source. This is not an Ocmulgee client engagement or an original Ocmulgee result.

SOURCE [1]

Nelson and McDermott, 2023. Lean Implementation in a Painter/Decorator Micro Enterprise. <https://research.universityofgalway.ie/en/publications/lean-implementation-in-a-painterdecorator-micro-enterprise-a-case>

Peer-reviewed Springer case proceeding | Size basis: 10 people; the source defines the company as a microenterprise.