

Digitally Transforming Operations and Customer Journeys for a Leading Bath- Fitting Manufacturer

Discover how we helped the client redefine their field operations and customer journeys with digital tools, connected platforms, and intelligent automation.

About the Client

Our client is a leading North America-based bath-fitting manufacturing company operating across 150+ branches and partner locations. They are known across the market for their comprehensive range of seamless bathroom solutions, including one-day renovation services, shower remodeling, custom bathroom design, and more.



The Need

With growing operational complexity and rising customer expectations, the client faced challenges such as fragmented customer data, manual lead handling, outdated field tools, and compliance risks in omnichannel outreach. They required a centralized, intelligent solution that could unify their tech and help them scale with growth.

Our Solution

Based on the client's requirements, we delivered an end-to-end suite of digital solutions tailored to the client's unique workflow.



Tech Stack



CRM & Process Automation:

Microsoft Dynamics 365, Power Automate, Azure Logic Apps .



Web & Mobile Apps:

Next.js, Flutter, .NET Core, Builder.io



Field & Inventory:

Azure Blob Storage, SQL Server, Dart, BLoC Architecture



Communication:

RingCentral, Medallia, Azure Service Bus



ATS & HR Tools:

Greenhouse API, SharePoint, Azure Functions



Testing & DevOps:

Selenium, Cypress, Playwright, Appium, Azure DevOps, Postman



Analytics & BI:

Power BI, Medallia-CRM Data Sync



Enterprise CRM & Lead Management

Microsoft Dynamics 365-based CRM unified sales, service, and marketing data. Custom lead routing apps with geolocation logic for improved response time and reduced duplication.



Field & Manufacturing Ops

Flutter-based mobile apps enable real-time scanning, inventory sync, and digital validation for installers and warehouse teams reducing rework and reconciliation delays.



Omnichannel Communication & Consent

Integrated voice, SMS, and email outreach with a centralized preference center to ensure regulatory compliance and seamless customer journeys.



Customer-Facing Digital Presence

Built responsive B2C/B2B websites with headless CMS, empowering the marketing team to independently launch SEO-optimized campaigns and landing pages.



HR & Recruitment

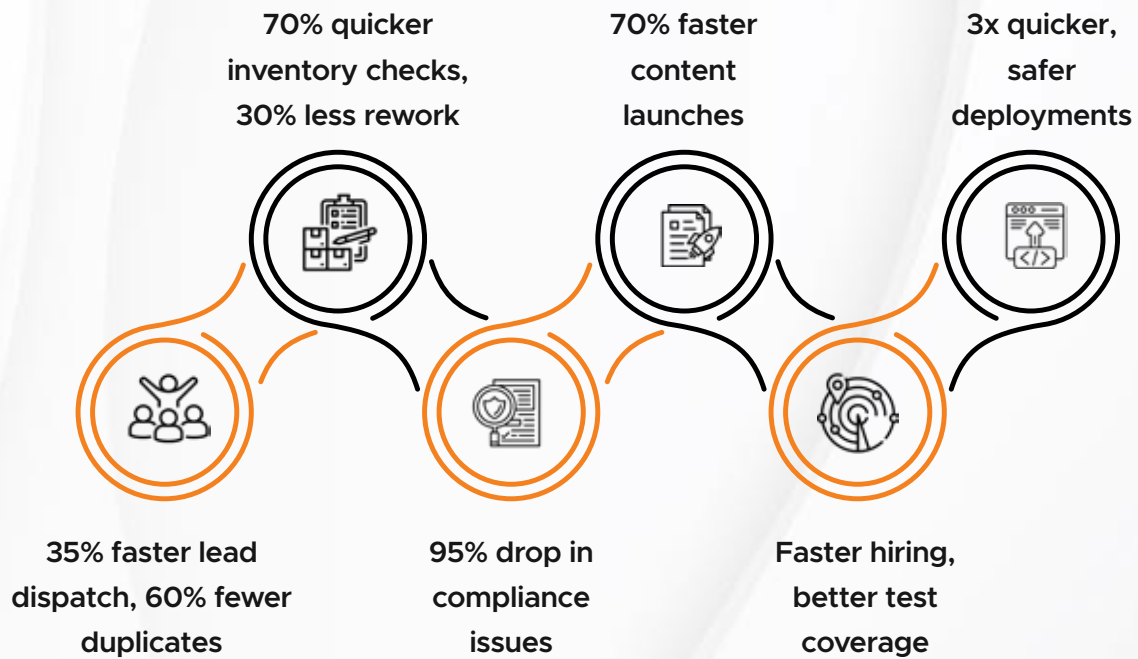
Integrated Greenhouse ATS with internal systems, streamlining hiring and onboarding processes across locations.



QA & DevOps Enablement

Deployed scalable automated testing, Azure DevOps pipelines, and Power BI dashboards for continuous delivery and real-time insights.

Real Outcomes Achieved



Why Netsmartz

- **25+ years of experience** in empowering SaaS businesses
- **40+ tools and advanced tech stack** across 100+ skill sets
 - **24x7 dedicated support** by AI-certified engineers
- Cloud-first approach for **easy adaptability and scalability**
 - **Home-grown SaaS success stories** across the globe



About Netsmartz

Netsmartz is a US-based digital engineering company delivering software development, AI & Data, Cloud & Cybersecurity, as well as QA & Testing services, for SaaS businesses, SMBs, to Fortune 500s. With 1,500+ technologists across 12 worldwide campuses, we accelerate innovation through agile squads & outcome-based projects. Netsmartz holds strategic partnerships as an SI with Microsoft, IBM, Salesforce, ServiceNow & Adobe.



25+
Years
of Excellence

1500+
Team
Members

2000+
Projects
Completed

10+
Global
Locations

Let's connect!



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