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## Case Study: Implementing Moblico at Mingledorff's



### Background:

Mingledorff's, a company with a strong presence in HVAC distribution, is renowned for its extensive history and commitment to delivering high-quality products and services. Since 1939, Mingledorff's has been dedicated to equipping HVAC professionals to succeed. Today Mingledorff's is proud to be

one of the most recognized HVAC Wholesalers in the United States. With over 41 locations in the Southeast, their goal is to provide the best experience to all of their customers, partners, and employees.

### **Challenges:**

Before adopting Moblico solutions, Mingledorff's grappled with significant challenges across three key areas.

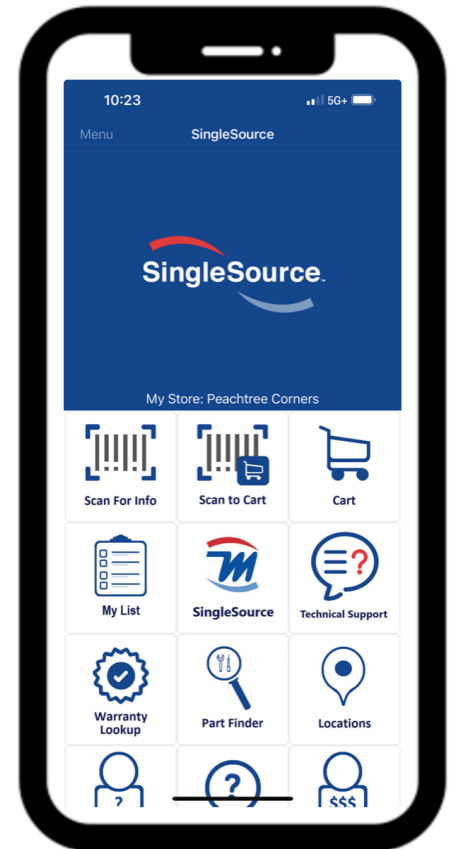
1. Recognizing the significant obstacle posed by the absence of a functional native mobile app at Mingledorff's, the company acknowledged the critical need for a practical mobile app that met the needs of both dealers and users. It was acknowledged that field requirements often become apparent only through practical engagement, emphasizing the unmet need for a viable solution.
2. Mingledorff's mobile app barcode scanning functionality was suboptimal and practically non-existent from a practical standpoint. Users faced significant inconvenience with the slow and impractical native solution, leading to its discontinuation. This deficiency in barcode scanning functionality added another layer of complexity to the company's challenges.
3. With over 35 branch locations, there was a growing demand at Mingledorff's for a cohesive business texting solution that seamlessly integrates into the mobile experience. Previous solutions were criticized for being too narrowly focused on business texting without addressing broader needs, highlighting the need for a more comprehensive approach.

## Solutions and Results Post-Implementation of Moblico:

Post-implementation, Moblico provided robust solutions that effectively addressed Mingledorff's challenges. Moblico's introduction of a functional mobile app fulfilled the company's desire for a practical and field-ready application. The new barcode scanning capability significantly improved, offering practical and user-friendly functionality. Moblico's business texting solution not only met the specific need for business texting but also seamlessly integrated into a broader mobile experience, streamlining operations and reducing reliance on dedicated IT resources.

Moblico emerged as a single solution provider, offering a cohesive platform that addressed multiple needs. The responsiveness and customer-centric approach of Moblico's team were highlighted, particularly their attentiveness to feedback and their ability to provide alternatives and holistic solutions.

In summary, the implementation of Moblico transformed Mingledorff's mobile engagement strategy. Moblico provided a comprehensive platform that effectively addressed practical mobile app development, efficient barcode scanning, and an integrated business texting solution, all managed seamlessly by a single provider.



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## **About Moblico**

The need for wholesale distributors to solve customer pain points, differentiate from competitors, and drive efficiency gains through innovative and intelligent automation tools has never been more critical.

Since 2010, Moblico delivers purpose-built solutions for wholesale distributors that align with customers' and associates' evolving expectations, engaging the "everywhere audience" effectively with instant digital communication and self-serve mobile commerce apps. Our senior leadership team brings over five decades of combined experience and has been awarded forty US patents for mobile technology innovations.

Moblico provides core mobile technology competencies to thousands of wholesale distribution centers and manufacturers in the US, Canada, Mexico, Latin America, and Europe.

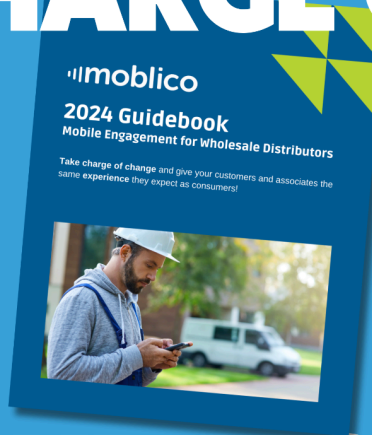
Moblico's AI powered integrated technology suite includes best-in-class solutions for mobile messaging, native custom branded mobile applications, data-driven segmentation, geo-fencing and beacon targeting, instant mobile payment, triggered notifications and integrations with leading ERP, eCommerce and CRM software providers, and much more.

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