

QUOTECREW

Dealer Network Estimation Infrastructure

A product of CallingCrew Ltd

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Overview

QUOTECREW is a supplier-led estimation and qualification platform designed for wastewater, water treatment and other technically complex installation industries.

The platform enables suppliers and dealer networks to generate instant preliminary estimates, standardise qualification, route enquiries to the appropriate dealer and gain visibility across the entire sales process.

Unlike traditional quote tools, QUOTECREW combines estimation, configuration, dealer qualification, supplier intelligence and ROI analysis within a single infrastructure layer.

Industry Problem

Most supplier and dealer networks still rely on:

- Manual qualification
- Inconsistent dealer processes
- Slow response times
- Email and spreadsheet workflows
- Limited visibility across dealer performance

As a result, suppliers have little insight into network activity, while dealers spend significant time qualifying enquiries before providing estimates.

Solution

QUOTECREW provides:

Instant Estimate Generation

Structured customer qualification and preliminary project estimates within minutes.

Intelligent Configuration

Automatic recommendation of suitable systems based on project requirements, site conditions and supplier rules.

Dealer Qualification

Standardised lead capture and qualification before dealer follow-up.

Supplier Network Intelligence

Visibility into enquiries, project demand, dealer activity and market trends.

Dealer Performance Analytics

Conversion tracking, response times, project values and upsell opportunities.

ROI Modelling

Business impact calculations for suppliers and dealers.

Market Opportunity

Initial focus:

- Wastewater Treatment
- Septic Systems
- Water Treatment

Future Platform Expansion:

- Solar
- HVAC
- Pumps
- Environmental Technologies
- Other dealer-led technical industries

Future Platform Expansion

The underlying infrastructure has been designed to support additional dealer-led technical industries where qualification, configuration and estimation are required.

Business Model

Setup Fees

Dealer and supplier onboarding.

Recurring Subscription Revenue

Monthly platform access and network participation.

Premium Analytics

Dealer dashboards, benchmarking, conversion analytics and supplier network intelligence.

Automation & Voice Services

Missed-call recovery, lead qualification, appointment booking and follow-up automation.

Professional Services

Implementation, onboarding, supplier configuration and custom deployments

Supplier Network Licensing

Supplier-wide deployment across dealer networks.

Competitive Position

- First-mover focus within supplier-led wastewater estimation infrastructure
 - Rules-based and deterministic architecture
 - AI-assisted rather than AI-dependent
 - Supplier and dealer network visibility
 - Structured data collection and benchmarking
 - Multi-vertical expansion capability
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Current Status

- Core platform operational
- End-to-end workflow deployed
- Estimation engine functional
- Dealer onboarding system completed
- Customer and dealer workflows active
- Supplier outreach commencing
- Pilot deployment discussions underway

Founder & Company

QUOTECREW is a product of CallingCrew Ltd, a UK-based software company focused on lead qualification, estimation infrastructure and dealer network performance systems.

The platform has been entirely self-funded and developed by the founder over an extended development period, with functionality comparable to commercial software projects that would typically require significant development investment.

Current focus is supplier partnerships, dealer network validation and pilot deployments.