

# DIY: Waal cuts app development budget in half with Betty Blocks



Construction company Waal “builds by connecting.” Joris Raaijmakers, Supply Chain Manager, wanted an app where customers could see the status of their issue reports and be in direct contact with the construction specialist. Waal used Betty Blocks to build an application that was 100% tailored to their needs. Waal created the entire app themselves, with the first version done in just 3 days.

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# The Application

A portal that connects customers directly to suppliers for better customer relationships and more accurate and efficient processing of requests.

## The problem

Waal's Supply Chain Managers Joris Raaijmakers and Daan van Norel deal with different parties on a daily basis, including buyers and construction specialists. When a project finishes, a customer can reach out to Waal and report possible issues by either phone or email, and Waal would have to register the report in Microsoft Navision. The process was time-consuming, prone to errors, inflexible and not customer friendly. Information would often get lost somewhere in the chain of communication, and Waal was forced to be responsible for acting as the middleman between customers and construction specialist.

## Taking matters into their own hands

Joris knew that Waal needed a solution perfectly customized to the company's exact needs. According to him:

"We know our workflow best...  
...and we don't want to have to explain it first to others.  
We know that we're not going to get it right the first time...  
...so let's avoid discussion about additional work.  
We also know our customers best."

So why not build the solution themselves?



**5 days**

for 2 Waal employees to be fully trained as Betty Blocks engineers

**3 days**

to first working version of app

**1/2**

of application development budget saved

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The way of developing as we have done with the Betty Blocks platform is the new way of app development, if you ask me. No time lost in design and development, but rapidly creating tailor-made applications all within a single platform.



**Joris Raaijmakers**  
Supply Chain Manager

### Low investment, big pay off

Joris and Daan spent 5 days getting trained as Betty Blocks engineers. Because they do not have to depend on an external party for adjustments, they have full control of their application. "It was a test for us too and also a new way of working," says Joris. "We accepted the challenge because we had to invest very few resources. We feel the results are superb!"

### How the app works

When a customer has an issue, they can now report it themselves to ensure accuracy. The appropriate construction specialist, who automatically gains access to all of the accurate information. With no middleman, nothing is lost in the chain of communication. The specialist makes an appointment with the customer, and can easily update the status of the issue in the app. The whole process is transparent, fast and customer-friendly, and managed by Waal.



## Key findings

Waal built and maintains the entire application themselves

Months of waiting eliminated: Waal does not have to rely on an outside party for help

More accurate and efficient customer communication

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## Want to know more?

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By 2023, anyone can build an application.  
The future of innovation lies in the hands  
of humans, not systems.

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