Automation Lightens the Load and Deepens Customer Relationships
Standard Electric, a division of USESI

Background

Since 1952, Standard Electric has been serving America's electrical needs. Over the past 60 years, they have grown to include nine locations with more than 120 employees. As one of the North East's largest electrical suppliers, they offer solutions for light, conduit, wire, power distribution, data communications, automation and controls, energy savings applications, as well as all electrical supplies.

Ensuring the right products are always available for contractors, engineers, facilities managers and homeowners, means stocking over 15,000 products. To ensure their 220,000 sq ft distribution center runs smoothly with maximum efficiency between inventory management, purchasing and warehousing, they invested in a robust ERP system with Epicor Eclipse. However, it became apparent quickly that there were substantial inefficiencies around order processing that needed improvement.

Challenge

Need to Reduce Order Entry Time

With such a large customer base, Standard Electric devoted a considerable amount of time to processing customer orders via manual entry. Customers submitted orders in all shapes and sizes and a team of internal staff worked around the clock to ensure a smooth transition into sales orders in their ERP system. "When we looked into the workflow, we quickly realized the amount of time we were spending on re-keying orders was much too high," said Mick Gianetti, Systems Operations Manager.

Need to Alleviate Hiring Pressures

Like many distributors, Standard Electric experiences fluctuating customer demands. To combat this, they work tirelessly to predict demand and align staffing levels accordingly. But finding, hiring and training a steady stream of new talent is a very labor-intensive solution. "Discovering a scalable solution that reduces our reliance on human intervention is important to creating the right infrastructure for the future," shared Gianetti.

Key Results

- Reduced reliance on manual entry
- Accelerated order processing speeds by 88%
- Reallocated staff to better serve customers
- Achieved order accuracy rate of 100%

The Solution

Standard Electric discovered Conexiom and was instantly captivated. Reforming the customer ordering process and reducing the reliance on manual entry and all of its frustrations was an exciting proposition. "We were ready to change how we did things at Standard Electric in a way that was better for our customers, our staff and our bottom line," said Gianetti. "Conexiom was the solution we'd been looking for."

Conexiom captures essential data from customer orders and automatically converts it into a sales order in the existing ERP system with zero manual intervention. Standard Electric decided to begin with the biggest customers who frequently submitted large volume orders that required a substantial amount of time to re-enter. They found the mapping and setup process extremely easy to navigate and started to see a variety of benefits instantly.

Benefits

88% Faster Turnaround

One of the biggest advantages is that the speed of order processing has dramatically accelerated. By eliminating the need to re-enter each customer order line by line, Standard Electric is enjoying the fastest turnaround times they've ever seen. "It used to take the team up to 40 minutes to return a quote to a customer depending on the order complexity and size. With Conexiom the same order takes less than 5 minutes!" exclaimed Gianetti.

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Reallocating Staff

Eliminating data entry has enabled a big shift in priorities. Reducing the number of hours dedicated to processing the company's high volume customer orders has created the opportunity for staff to spend more time actually building relationships with their customers. "Frankly our staff love Conexiom," expressed Gianetti. "Spending less time behind the computer and more time out in front of our customers is the smartest move we could have made."

Improved Accuracy Rates

Even the most talented employees make natural human errors. When manually re-keying large volumes of unique data, it's practically impossible to be perfect. "We've taken our previous accuracy index up from a rate of 97% to our best performance yet of 100%, which is incredible," shared Gianetti. "In distribution, any margin of error can cause you to lose a customer. So it's a big win for the company to know we're getting customer orders right every time."

The Future

Standard Electric is impressed by the ROI achieved to date and is excited to enroll additional customers on Conexiom. "In a sea of technology boasting big promises, Conexiom is a solution that delivers real results," expressed Gianetti. "I would highly recommend Conexiom because the entire team is 100% committed to helping customers succeed by being easy to implement and optimize. They are unbelievably helpful and the product really works well."

About Conexiom

Conexiom® allows manufacturers and distributors to focus on serving customers and managing supplier relationships instead of entering data. The patent-pending Conexiom solution was created by ecmarket, a cloud solutions developer. Conexiom revolutionizes critical sales and accounting business practices by automating manual entry with 100% accuracy. Conexiom effortlessly converts emailed and printed customer purchase orders and supplier invoices into automated sales orders and invoices, enabling companies to focus on driving growth. Conexiom helps organizations across the globe maintain a competitive edge. **For more information visit conexiom.com**