



 conexiom

# How Top Electrical Distributors Deliver a Winning Customer Experience

With Speed, Accuracy, & Efficiency



## Keeping Customer Experience a Priority

Your relationships with customers and the experience they have working with your business should remain a top priority regardless of economic conditions. As with most things, delivering a winning customer experience is easier said than done.

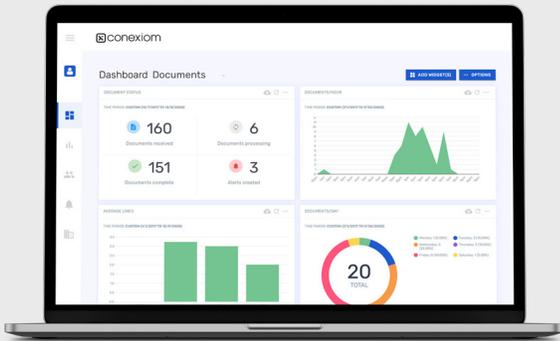
That's because many electrical distributors, despite investing in digital channels like EDI and ecommerce, remain bogged down by old-school processes like manual data entry during the order entry process.

According to Deloitte, companies that focus on the customer experience are 60% more profitable than those that do not. It's difficult to deliver a winning customer experience when facing a backlog of unprocessed purchase orders.

Because your team is constantly forced to choose between data entry and customer relationships, neither gets the full attention it deserves. Electrical distributors that still rely on people to process orders have more errors that lead to incomplete or delayed orders.

At the same time, your team is too focused on data entry to respond quickly to RFQs or develop valuable customer relationships.





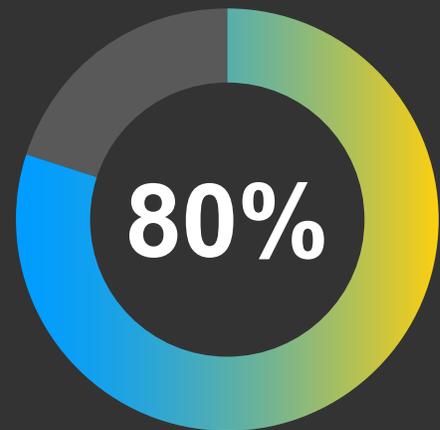
Finally, according to new research from NAED, electrical distributors will win and retain customers based on the value-added services they're able to deliver. Doing so successfully requires freeing up time so your expert employees can focus on shifting from transactional to white-glove customer experiences.

One way leading electrical distributors are solving this problem is by implementing intelligent document processing to eliminate the need for manual data entry. While documents like POs, RFQs, and SPAs might seem too complex to automate, technologies that leverage purpose-built machine learning can extract data from digital documents and send it between systems with 100% accuracy.

## What 80% of the Top Electrical Distributors Have Achieved with Conexiom

16 of the top 20 electrical distributors in North America have chosen Conexiom because it is the only platform that supports their automation goals to eliminate manual data entry from document processing so their electrical experts can focus on delivering a competitive customer experience.

Every business is unique, but most – from global enterprises to local businesses – can benefit from automating repetitive tasks. In that spirit, we've selected results from a diverse set of customers that demonstrate how these distributors have been able to reduce order errors, increase employee bandwidth, and reduce the need for more headcount during a prolonged labor shortage.



**Choose Conexiom**





Fortune 500 electrical, communications, and data networking products distributor, Graybar Electric Company, is an employee owned business working to help their customers define their wireless strategy.

## Solutions Used

- Sales Order Automation
- Special Pricing Agreement Automation
- Tax Certificate Automation

## ERP

- SAP ECC

## Success Story

- Processing 124,000 Orders Yearly
- Eliminating Manual Order Entry Errors
- Freeing 23 FTEs to Focus on Enhanced Customer Experience



## Pain Points

- 2,000 CSRs with daily responsibilities of manually entering orders
- Took up to 3-4 hours to enter an order
- Manual entry errors required 3x the work and time to correct
- Goal of reducing number of manual touch points to diminish errors and improve productivity

## Achieved Outcomes

- Processing 124,000 orders per year through Conexiom
- Automating orders from top 500 customers
- Returning quotes in less than 5 minutes
- Sending immediate order acknowledgements
- Freeing 23 FTEs to focus on enhanced customer service
- Seamlessly integrated Conexiom into SAP and Salesforce

“At Graybar, we use technology to help our people and our customers achieve more; Conexiom helps us do that.”

### Rose McDaniel

VP of Field Operations and Administration



# STANDARD ELECTRIC

As one of the Northeast's largest electrical suppliers, Standard Electric offers solutions for light, conduit, wire, power distribution, data communications, automation and controls, energy savings applications, and electrical supplies.

## Solutions Used

- Sales Order Automation

## Success Story

- Transition From Manual Order Processing to Touchless Transactions
- Accelerating Order Processing Speeds by 88%
- Reallocating Staff to Improve Customer Experience
- Improving Order Accuracy Rate From 97% to 100%

## Pain Points

- Unable to scale staff through low and high-volume order cycles
- Order accuracy rate of 97% led to lost customers
- Took ~40 minutes to manually enter each order

## Achieved Outcomes

- Scaling business without needing to scale staff
- Achieving 100% data accuracy, up from 97%
- Returning customer quotes in less than 5 minutes
- Entering orders in under 2 minutes, regardless of volume
- Accelerating order processing speeds by 88% with touchless automation



"It once took our team up to 40 minutes to return a quote to a customer depending on complexity and size. With Conexiom, the same order takes less than 5 minutes!"

**Mick Gianetti**



# REXEL

Providing electrical products and services to customers in the commercial, industrial, maintenance and residential sectors, Rexel Canada Electrical Inc. is the market leader in Canada with over 200 locations.

## Solutions Used

- Sales Order Automation

## ERP

- AS400

## Success Story

- Saving Thousands of Hours to Reallocate to Improving Customer Satisfaction
- Automating Sales Orders for 600 Customers
- Eliminating Errors and Rework Tied to Manual Orders

## Pain Points

- 70% of total business was keyed in manually
- Dealt with high attrition levels and labor shortages
- Experienced downstream issues with invoicing due to purchase order errors

## Achieved Outcomes

- Saving inside sales team thousands of hours to reallocate to improving customer satisfaction
- Providing expertise and building relationships with customers to differentiate from competitors
- Eradicating the need for inside sales to remember customer order intricacies
- Automating orders for 600 customers
- Eliminating errors and rework tied to manual orders
- Closing labor force gap with automation



“Conexiom is truly a differentiator between us and our competitors. Conexiom is very key and has become core to what we do here at Rexel Canada.”

**Roger Little**  
CEO



Revere Electric Supply is one of the most renowned automation and electrical distributors in the Midwest.

## Solutions Used

- Sales Order Automation

## ERP

- Epicor Eclipse

## Success Story

- Reclaiming ~30 minutes per order
- Saving 95% of time spent entering orders and eliminating costly returns and rush orders
- Reallocating resources to more productive, higher-value tasks

## Pain Points

- Unable to keep up with order volume
- 90+ line-item orders each took 20-30 minutes to manually enter
- Errors caused by missed line items and miskeyed quantities
- Received strong customer backlash and dissatisfaction

## Achieved Outcomes

- Processing 100,000+ lines yearly without human touch
- 25-30% faster response time vs. competitors
- Expediting sourcing of products and product substitutions
- Hiring higher-skilled employees from an improved talent pool
- 80% average time savings
- Focusing on quote follow-up, new product launches, targeting new customers, and increasing low-spend customer penetration



“Before Conexiom, customer service would receive a 90+ line-item order that took 20–30 minutes to enter while juggling other priorities.”

## Dave Christoffel

Customer Service Supervisor



Werner Electric Supply has a wide inventory of more than 24,000 different SKUs and strives to go above and beyond to serve the needs of their customers in more than 10 locations.

### Solutions Used

- Rules-Based Order Processing & Sales Order Analytics

### ERP

- Epicor Eclipse

### Success Story

- Re-investing 12,000 hours to develop outstanding customer relationships
- Improving order accuracy rate from 96% to 100%
- Achieved positive ROI in 3 months

### Pain Points

- 96% order accuracy
- Spent all their manpower on manually keying in orders
- Unable to deliver a strong customer experience or focus on revenue generating activities
- Needed to hire additional headcount to customer success team

### Achieved Outcomes

- 100% order accuracy
- Improved order cycle time
- 12,000+ hours reclaimed by CSRs to focus on high-value input
- No hires necessary since 2016
- Re-invest staff resources to develop outstanding customer relationships
- Positive ROI in less than 3 months
- 150 trading partners live on Conexiom



“Order entry is really taken for granted as we all expect it to be done accurately and on time. Conexiom provides the efficiency and accuracy that is expected, while eliminating human error.”

### Mike Jirikowic

Continuous Improvement Leader



Van Meter is a distributor of electrical, automation, and lighting services and solutions. They serve the industrial, contractor, commercial, OEM, and SI markets.

### Solutions Used

- Sales Order Automation

### ERP

- Epicor Eclipse

### Success Story

- Increasing order accuracy from 95% to 100%
- Improving order cycle time and reduced errors and returns
- Empowering sales staff to deliver added value to customers

### Pain Points

- 95% order accuracy
- High-volume of orders impacted ability to provide impeccable customer service
- Experienced up to 24-hour delays in sending order acknowledgements to customers

### Achieved Outcomes

- 100% order accuracy
- Eliminated errors and returns
- Sending order acknowledgements in 2 minutes
- Devoting reclaimed time to helping customers with product selection and technical questions
- Handling continued growth without adding pressure to inside sales team
- Since implementing in 2016, increased Conexiom usage by 500%



We needed to improve the customer experience, as the volume of orders was impacting our team's ability to quickly fulfill orders."

### Gerry Thomas

Director of Finance



## Learn How Conexiom Can Help You Deliver a Winning Customer Experience

While economic uncertainty remains a constant, now is the time to invest in ways to improve your customer experience. In a competitive industry like electrical distribution, finding ways to do more with less by automating processes that interfere with your team's ability to execute will ensure you're gaining market share as others concede it.

[Book Demo](#)

To see how Conexiom can help your business deliver a winning customer experience with speed, accuracy, and efficiency, **visit our website** to learn about our solutions for Electrical Distributors





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**How Top Electrical Distributors** Deliver a Winning  
Customer Experience with Speed, Accuracy, & Efficiency