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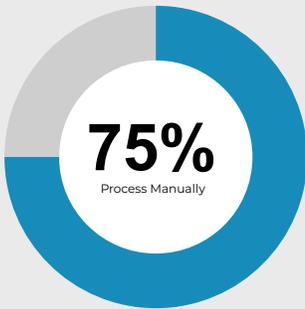
After EDI: What Can Electrical Distributors & Manufacturers Automate Next?

Process Orders Faster, Eliminate Errors, & Win Customers with Intelligent Document Processing



Pressure to Do More with Less

As a competitive electrical distributor or manufacturer, you're constantly searching for new ways to increase efficiency, decrease errors, and do more for your customers. These are ongoing objectives essential for future success. You can never consider them done. Optimizing your business gives you a competitive advantage in an exceptionally competitive market, and strategically, this means looking for the 'big wins' with broad impact. Like most electrical distributors, you've probably made investments in EDI to automate orders for high-value customers.



According to a recent survey, 75% of electrical distributor decision-makers reported that more than half of their company processes documents manually, despite 100% reporting they'd invested in digital transformation and automation for front and back-office processes. This data reveals how far electrical distributors have to go even after adopting EDI and other digital solutions.

With that in mind, do any of the following experiences sound familiar?

- Made a huge investment in digital transactions, but most customers still order outside of your platform.
- Launched a best-in-class ecommerce website, but your customers aren't using it like you thought they would.
- Difficulty scaling EDI investments.
- Supply chain disruptions and labor shortages are affecting your customer's experience.



Customer experience is increasingly the primary lever your business has to pull to increase market share. While digital initiatives like EDI lead to standard levels of automation, it's often not holistic enough to account for all the manual processes that still drag your team away from customer-focused work. Why does EDI remain the go-to for automation, and what's left to automate after you've implemented it?



The Shift to EDI

Many electrical distributors and manufacturers are familiar with Electronic Data Interchange (EDI) solutions, and many have already implemented EDI with some of their larger, more technical customers. But successfully setting up EDI between your business and its customers or vendors is no easy task.



Initially, implementing an EDI solution requires an upfront investment both in terms of time and money, as well as a high level of collaboration and technical expertise for both you and your customers. Building the foundation to translate EDI orders successfully into your ERP system requires technology, software, people, and new business processes.

After successfully building the EDI infrastructure, it's easier to implement with additional customers ready to embrace EDI. After all, the infrastructure has been created and tested. Many organizations find EDI so incredibly effective that they wonder how they can convince more customers to embrace it.

Benefits of EDI

Once the EDI solution is up and running, the benefits can be impressive. Eliminating the order processing components that used to rely on manual touch means that you can enjoy faster, error-free ordering. While the EDI process is more efficient, and it reduces the cost per transaction, offers better data quality, shortens business cycles, and provides better visibility. It still doesn't account for all the channels your customers want to use for purchasing.





Processing Non-EDI Orders

According to Accenture, 64% of businesses say the top thing holding back digital ordering like EDI is the customer's resistance to change. Your customers want to order how they always have. And for those clients, it can be easier to accommodate their process at your expense rather than risk losing their business by forcing change.

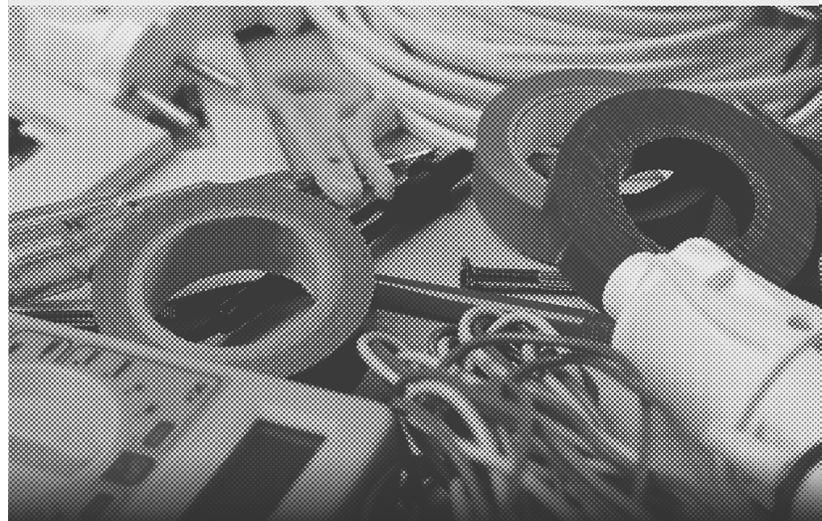
While adoption is increasing, EDI is not the norm and the majority of customer documents arriving today still require some manual processing. Often, customers create their PO and will email their orders to your business. Even emailed documents need to wait for a human touch. This means your customer service team needs to manually key the critical data into a sales order in your ERP system before the order can be processed, which stalls the entire entry and fulfillment process.

Manual order processing is archaic, labor-intensive, time-consuming, and prone to errors. Manual processing does not add value to your customers and negatively impacts customer satisfaction. There are too many touchpoints that slow down order cycle time and introduce opportunities for costly errors. In an increasingly competitive marketplace, your future success is ultimately determined by your ability to process and ship orders quickly and accurately.

Convincing Customers to Embrace EDI

It's clear that EDI ordering is incredibly effective, but what about all of your non-EDI-enabled customers? As an IT Director or Ecommerce Manager, you're likely facing internal pressures to automate the ordering process with more customers. This would alleviate the burden on your customer service representatives (CSRs), accelerate order cycle times, and reduce costly errors. Not to mention creating the capacity to handle a higher volume of orders without additional staff.

But the reality is that EDI is only feasible for some customers. It's not about the size of their business but a lack of internal expertise, resources, or even the desire to switch to EDI. Although you can continue to approach your customers individually and attempt to persuade them to make the switch, the truth is that the desire for a successful EDI implementation needs to originate with your customer.





Embracing Each Customer's Uniqueness

As lovely as it would be if every order arrived electronically in a standard format that automatically translated into a sales order in your ERP system, it's simply not a reality. Each customer has their preferred way of doing business. And since you're in business to serve your customers, you need to embrace each customer's uniqueness, or you might risk losing them.

Customers who need to create purchase orders for their internal business processes are reluctant to embrace the duplication of effort involved in shopping carts, webforms, or standard templates. And who could blame them? So it seems unlikely that you can convince thousands of non-EDI-enabled customers to change how they do business, but where does that leave you? You've invested the time and resources. You've built a solid infrastructure and already accept electronic orders. But you can't persuade more customers to switch to EDI despite the impressive benefits.

Extending Your EDI Investment

According to the latest research, in 2022, distributors will receive \$3.8 trillion of B2B transactions through digital channels like EDI and Ecommerce. But that's still only 48% of the total sales projected for the year.



Source: Digital Commerce 360

Automating the order process is the right move to reduce errors, lower transaction costs, and create more impactful operational efficiencies. But your customers don't want to be burdened with helping you. So how can you optimize your business further? What options are available to better leverage the investment you've already made?

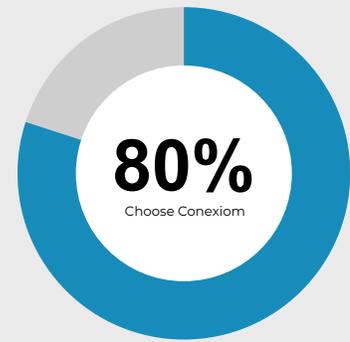


What if there was a way to receive EDI on your end without impacting your customers? Sounds too good to be true? It's possible with Conexiom. Conexiom doesn't require changes to how your customers currently do business with you. You don't even have to tell them you've made any changes to the way you

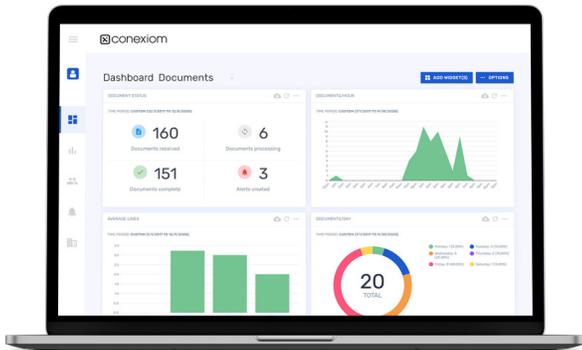


Conexiom is Your Competitive Difference

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



As the leader in document automation for electrical distributors and wholesalers, Conexiom's trusted technology has been a value-add for electrical distributors and manufacturers by reducing the service cost while also freeing up resources to provide superior customer experience, which in turn helps you strengthen customer relationships and increase market share.



This allows the customer to continue doing business the way they prefer while automatically recognizing the critical data from POs. With its sophisticated mapping process, Conexiom allows customer data to flow into your existing ERP system like any other EDI document. It automatically routes orders to the appropriate channels and provides total visibility before orders reach your ERP system. Most importantly, new customers can be enrolled electronically in minutes, enabling non-EDI customers to enjoy the same benefits as your EDI customers.

Here's how it works. Conexiom allows you to treat email and print/fax orders like standard electronic documents from an EDI solution. It captures the essential data from a customer purchase order regardless of the format submitted. Are you currently accepting hundreds of different formats? No problem – it can handle as many formats as you do with 100% data capture accuracy.

The Conexiom Advantage

Are you ready to simplify your business and accelerate order cycles? Are you excited about the opportunity to triple the speed of order processing while enjoying greater accuracy? Eager to say goodbye to manual order processing, costly mistakes, and a mountain of paperwork? How about improving the way you do business to offer better customer satisfaction, empower your CSR team, and enhance customer loyalty?

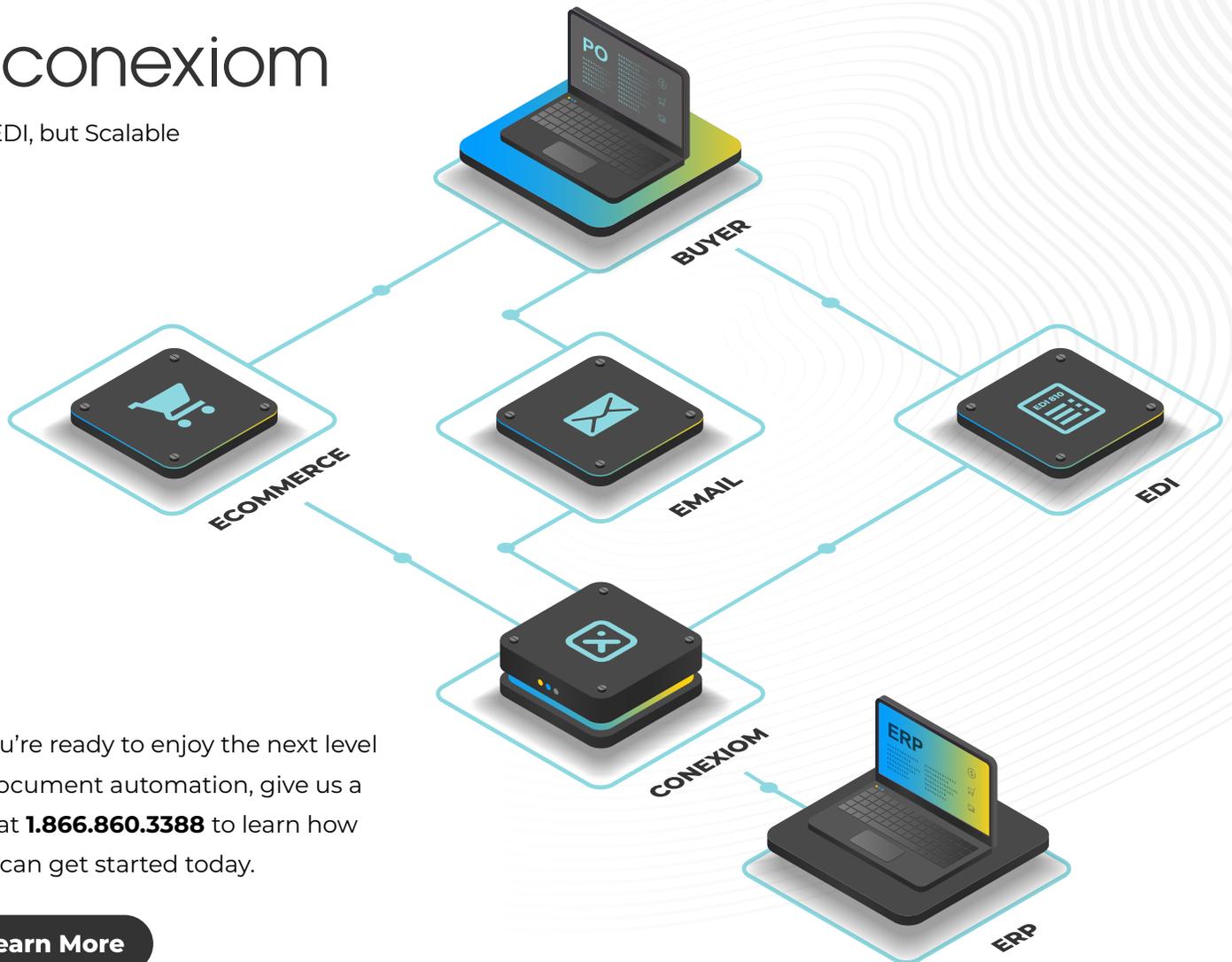


Conexiom can help you achieve these benefits and more. Moving error-free orders seamlessly through the order cycle process without human intervention will positively impact your bottom line. Yes, Conexiom saves your CSR team time, but it also reduces the cost of processing each order and enhances your company's profitability without impacting your customers or requiring any specialized hardware or software.



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Like EDI, but Scalable



If you're ready to enjoy the next level of document automation, give us a call at **1.866.860.3388** to learn how you can get started today.

[Learn More](#)



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