

ADI Global Distribution Helps Improve Sales Effectiveness with Conexiom

Overview

Industry:	Distributor
Market Sector:	Security, AV, and low voltage
Segment:	Enterprise
Solution Used:	Sales Order Automation
ERP:	SAP ECC & Adonis, a proprietary home-grown platform

ADI Global Distribution is a leading distributor of security, AV, and low-voltage products serving more than 100,000 customers across North America and EMEA. Leading pros rely on ADI for their wide selection of top brands, immediate product availability, knowledgeable sales staff and product, design, and programming support.

For more than 35 years, ADI has been enabling dealers and integrators to operate more efficiently by offering reliable services. ADI offers thousands of items in stock every day through its Digital Branch, mobile app, and in more than 200 stocking locations across the globe.

Automation Outcomes

-  Eliminate manual processing of 1,700 orders/day
-  Saving 142 hours/day to focus on serving customers
-  Onboarded 1,200 trading partners across 14 countries



Leading Professionals Rely on ADI

ADI works to build indispensable relationships by ensuring the success of their customers, suppliers, and employees. Beyond a commitment to offering the best products and technologies from top brands, ADI also provides resources to help customers select the right solutions for their growing businesses.

With 115 branch locations across North America, ADI differentiates by stocking products locally to ensure they can quickly meet urgent customer needs. ADI reinforces this local presence with its team members, who personally assist customers with project planning and technology selection. ADI also provides space at its branch locations for training and certification programs to ensure customer success and engagement.

Transforming Inside Sales from Order Takers to Order Makers

ADI values strong customer relationships, considering them imperative to the company's success. In an ideal world, ADI's inside sales team would have enough time with customers to build deeper relationships that would create additional revenue opportunities – all without slowing order processing and other critical workflows owned by customer-facing teams.

This dynamic eventually revealed itself to be ineffective for the type of customer experience and sales execution ADI began to pursue. According to Joe Loucks, Global Sales Operations Director at ADI, “We were looking to make a transition in our sales team to move them from order takers to order makers.”

While ISRs served in-person customers, emailed purchase orders often sat unprocessed in an ISR's inbox. On all fronts, high demand, limited bandwidth, and increased customer base began to create an environment where the ISR team could only be reactive.

Given the number of customers emailing purchase orders, and despite having 600+ team members, the ISR team constantly faced an unending data entry backlog to create matching sales orders in SAP and Adonis, ADI's proprietary home-grown system, requiring each order to be manually processed. On average, one of ADI's ISRs could spend up to five minutes rekeying an emailed order for the ERP.

Relying on manual entry delayed another key step in the order entry process — order acknowledgments. The speed of order acknowledgments is dependent on the speed of order entry. ADI is focused on delivering the best customer experience and believes process bottlenecks prevented it from delivering the level of service ADI desired.

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From the customer perspective, it's about making sure that orders are entered timely and without errors. Making sure that they're getting their order acknowledgments as quickly as possible. And then allocating that product and getting the product picked, pulled, and shipped so that we can ensure the quickest possible delivery to our customers.”

Joe Loucks, Global Sales Operations Director

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“We are a customer focused organization, and the more time we have to spend with customers to build deeper relationships with them, the more productive we can become. Conexiom was chosen to help us achieve that greater interaction with our customers.”

Roger Boulton, EMEA Sales Enablement Leader

Eliminate Manual Order Entry to Focus on Sales Effectiveness and Productivity

With ADI's focus on equipping its teams with more digital tools to improve sales effectiveness, the company chose Conexiom to automate the sales order process, speeding up order time for customers and creating more bandwidth for its team. Conexiom helps ADI eliminate manual order entry with its purpose-built solution to automate data capture, extraction, and import from complex documents into their ERPs. Conexiom extracts and transforms unstructured data – like what's in an emailed purchase order – into structured data that's added to ADI's ERP systems, SAP and Adonis, within minutes of receipt and with accuracy. Automating the order entry process enables the ISRs to focus on serving customers and driving new sales opportunities, while eliminating the consequences of manual processing like order errors and delays. Implementing Conexiom has helped ADI improve the overall sales effectiveness and productivity of the inside sales team.

Once Conexiom went live, the sales team found they could focus on solving customer problems while building deeper relationships — without stressing about unprocessed orders. While ADI previously measured the ISR team by how many orders were processed daily, the company adjusted performance metrics to prioritize growth, demonstrating that Conexiom increased the team's value.

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“A big reason why we chose Conexiom was that it did not require any change in behavior from our customers. That was very attractive to us. Our goal was to make this seamless for our customers so they're not even aware it's happening.”

Joe Loucks, Global Sales Operations Director

Taking Conexiom Global After Quick Time-to-Value and Increased Customer Interaction

Following the North America rollout, ADI has since implemented Conexiom for 1,200 customers in countries like the Netherlands, Belgium, Denmark, Sweden, South Africa, the UK, Ireland, France, Czech Republic, Slovakia, and Poland. ADI decided to expand Conexiom across EMEA because of its quick time-to-value and to create more opportunities for quality time with customers, encouraging sales reps to lead more compelling and proactive conversations.

“We are a customer-focused, customer-oriented, interactive business, and the more time we can spend with our customers, the more productive and successful we are. Conexiom was chosen to help us achieve that greater interaction,” says Roger Boulton, EMEA Sales Enablement Leader.

“Making Conexiom stick and moving it towards being a part of our DNA started at the top. The leaders of our business made it absolutely clear. Conexiom was adopted at every sales meeting, interaction, review, and town hall. We trained our managers to prepare them for the people management aspect. We produced videos on how to introduce it and to be aware of the fears our sales team may have, unspoken or not. We also created a sales skill training program to help our teams heighten their skills and boost their confidence as they were spending much of their time as admins.”

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“We have customers who send 50-100 purchase orders in one email. Before Conexiom, this process took hours to manually enter each row of the purchase order. Now, the email gets sent directly to Conexiom, and a few minutes later the purchase orders are in our ERP system. That's a great time savings.”

Harvey Doischen, North American Sales Operations Leader

600+ Inside Sales Reps with Thousands More Hours to Sell

ADI is processing 1,700 orders daily (1,000 in North America and 700 in EMEA) through Conexiom. Previously, it would take around five minutes to enter each of these orders manually. Now, many orders running through Conexiom are fully touchless, meaning that five minutes of processing time has decreased greatly.

Since implementing Conexiom globally, ADI's team of approximately 600 ISRs gained thousands of hours to spend with customers, driving more sales and building stronger relationships.

"The biggest benefit we've gained is giving time back to our sales team by taking away the repetitious tasks of answering the phone and entering data. They are now proactive and can reach out to their customers without being inundated by manual entry," says Harvey Doischen, North American Sales Operations Leader.

With customers who send 50-100 purchase orders in a single email, it would take hours of manual entry prior to Conexiom. Now, the email goes right into the Conexiom Platform, and the purchase orders are in SAP or Adonis within a matter of minutes. Per Doischen, "There's a comfort level there for our customers. They will typically send their order in via email to their direct salesperson. With Conexiom, their order will be immediately entered into their ERPs regardless of if that salesperson is out sick or on vacation, or if the order is sent in over the weekend or after hours."

Bolton adds, "Customers are beginning to see our sales teams in a different light. They are noticing the more attentive approach and dedicated time we are now able to give to them. We have more time to understand their business needs and help them successfully design and procure the right solutions for each job or installation. We're able to serve as true, indispensable partners to them. Conexiom, as part of our digital transformation touchless strategy, is really beginning to show dividends."

Automating and Standardizing Repetitive Processes Improves Productivity

ADI found that implementing Conexiom has also led to the benefit of process standardization. Conexiom's automation follows a standardized process for each sales order entry, which provides additional safeguards from the manual entry process. During implementation, Conexiom and ADI conducted a "day-in-the-life" exercise to identify ideal customer accounts for the initial rollout.

During this process, they observed that some members of the ISR team deviated from agreed-upon processes while manually entering sales orders, often resulting in inconsistent data and customer experiences. By implementing Conexiom, ADI has helped the team standardize operating procedures that provide a positive impact for the business and carries through to a seamless customer experience.

As Joe Loucks said, "A big reason why we went with Conexiom was that it did not require any change in behavior from our customers. That was very attractive to us. Our goal was to make this change seamless for our customers so they're not even aware it's happening."

In addition to automating sales order entry with Conexiom, ADI is also considering automating supplier documents and invoices. "We're always looking for ways to automate repetitive processes," says Loucks.

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Conexiom has been an important investment for ADI and our sales team as it has helped us improve sales effectiveness and productivity.”

Joe Loucks, Global Sales Operations Director