



Transforming the Inside Sales Team through Sales Order Automation

Werner Electric Ventures

Background

Werner Electric is a distributor of electrical, automation and lighting services and solutions. Werner Electric is a Minnesota-based company headquartered in Cottage Grove with 7 branch locations throughout the state and Wisconsin. They serve the industrial, contractor, commercial, OEM and SI markets. The company prides itself on being the supplier that provides wide-ranging solutions and deep product knowledge to its customers. Werner Electric fosters a culture where employees achieve their full potential by using their knowledge and expertise to enable their customers to be more competitive.

Werner Electric began using Conexiom Sales Order Automation after inheriting it from their parent company. Angela Schmollinger, Werner Electric's Automation Services Specialist was assigned to implement Conexiom with the Inside Sales team. After understanding the benefits of the Conexiom service, Angela became the champion at Werner Electric and rolled the service out to identified high volume customers.

Challenge

Be more scalable, without adding staff

"Werner Electric was growing and the volume of orders was increasing. We needed to improve the customer experience as the volume of orders was impacting our Inside Sales team's ability to fulfill orders quickly. In some cases, although orders were fulfilled quickly, there could be up to a 24 hour delay to send an acknowledgement to our customers," said Gerry Thomas, Director of Finance at Werner Electric.

The Solution

After reviewing the success their parent company had experienced with Conexiom, the benefits were immediately obvious to the Werner Electric leadership team. They tasked Angela to lead the effort to partner with the Inside Sales team to identify and onboard new customers. Since September 2016, Werner Electric has increased Conexiom usage by 500%.

Key Results

- Time savings and accuracy of data
- Freed up time for customer service reps to deliver added value to customers
- Improved order cycle time and reduced errors and returns
- Empowered and excited sales staff

Implementing Conexiom

As order volume increased, Werner Electric needed to implement a solution without unnecessarily adding staff. "The challenge with implementing any solution is getting internal buy in by those who are meant to use the solution. Some people are resistant to change so we needed to help them experience the service and see for themselves how it would benefit them personally. Conexiom's customer success team was fantastic in assisting in this process," says Angela.

Benefits

Reduced Returns

Conexiom delivered 100% accuracy in processing sales orders by the Inside Sales team. Some orders could take hours to input and were several pages long. "Certain customers tracked our errors. When Inside Sales wasn't keying in orders, returns were immediately reduced," Angela noted. "Now, acknowledgment turnaround is an hour that previously could have been a day for some customers," she adds.



“95% accuracy manually keying orders went to 100% with Conexiom. Frustration from a customer standpoint was alleviated.”

Gerry Thomas, Director of Finance, Werner Electric

Empowered Sales Staff

Patty Mullin, Director of IT explains, “Sometimes, we were asking our Inside Sales team to be data entry staff and with their time freed up, they were able to add new and more exciting tasks to their roles. They now have time to work with us to make additional improvements for our customers and test new enhancements for our sales tools.”

Adding Customer Value

Inside Sales staff now have more time in their day and can add value to the company as employees are not spending so much of their time keying in customer orders. Werner teams are now able to devote more time to customers with product selection and helping them through technical questions.

The Future

With Conexiom, Werner Electric knows it can handle continued growth without adding more work to their Inside Sales team. Staff is more productive and the processing of customer orders and cycle times remains unaffected. Werner Electric is excited about using the valuable hours that have been freed up with Conexiom to build stronger customer relationships and further enhance the competency and operations of their Inside Sales team.

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 ecmart, 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](https://conexiom.com)

 866-860-3388

 info@conexiom.com

 **conexiom**®