ᐕconexiom

Revere Electric Supply Co.

Focuses on Customer Service, not Order Entry

REVERE ELECTRIC SUPPLY CO.
Messenger of Service

Industry: Distribution
Market Sector: Electrical Wholesale
Segment: Mid-Market
ERP System: Epicor® Eclipse™

The Revere Organization is comprised of Revere Electric Supply, Holt Electric, Complete Industrial, and BJ Electric Supply. Each division has a rich history and a well-respected reputation within its geographical marketplace. Revere Electric Supply is proud to be the one of the most renowned automation and electrical distributors in the Midwest.

Automation Outcomes:

- Accelerated order cycle time
- Eliminated costly returns and rush orders
- Saved 95% of time spent entering orders
- Created more time to dedicate to customer service

Solution Used:

- Sales Order Automation

Challenge

With its large customer base and even larger range of products, Revere Electric Supply Co. received orders through disparate systems, such as EDI, email, fax, and its eCommerce site.

Revere Electric embraced Epicor® Eclipse™ to manage internal resources, which improved its inventory management, warehousing, and reporting. Nonetheless, the order-entry process required substantial manual entry and required an overhauling. Although each method presented its own challenges, it was evident Revere Electric needed to reduce its reliance on manual entry.

Larger customers preferred EDI as long as they had sufficient resources to employ EDI staff. On the other hand, eCommerce proved much easier to use and was therefore more popular. Unfortunately, regular customers who placed large, frequent orders with part numbers already loaded into their own purchasing systems became dissatisfied because orders required duplicate entry, once in the customer's own system to create a purchase order and a second time into Revere Electric's eCommerce site.

Despite EDI and eCommerce, most customers still ordered via traditional channels: email, fax, and phone, which made order processing labor-intensive for customer service representatives (CSRs).

"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 at Revere Electric

"Historically, the greatest number of orders were handled manually. It's not always the best use of our most valuable asset: our employees."

Mike Prepelica, VP of Information Technology at Revere Electric

Solution

Revere Electric needed a solution that would streamline order processing to better serve its customers. The company knew that it needed to automate the order process, especially for regular customers with long, standardized orders.

Automation would effectively reduce order cycle time and help customers receive their orders faster. A secondary objective was to reduce the number of errors occurring during the manual order-entry process.

Revere Electric implemented Sales Order Automation by Conexiom® with a select group of customers. Conexiom was the ideal solution because it automatically captured and transformed computer-generated purchase orders into electronic sales orders in its Eclipse ERP system. By mapping customer orders directly to the ERP, it solved the problems of dual entry and order accuracy.

Business Outcomes

By implementing Conexiom's Sales Order Automation, orders received by email, online, or EDI were instantly converted to sales orders without requiring any changes to existing customers' business practices. Implementation was quick and easy for both Revere Electric and its customers.

"Our customers were unaware that we began using a system to automatically process orders. What they do know is that we're providing faster, more accurate service," shared Prepelica. Automation also eliminated entry errors by ensuring 100% data accuracy, reducing costly returns and rush orders.

Reclaim 30 Minutes per Order

Processing orders faster means reducing the expense involved in order processing by saving employee labor. In today's world where time equals money, it's created an unexpected benefit of substantial cost savings. "With Conexiom, we receive the order back in 10 minutes. Not only do we save time by avoiding manual entry, but we gain an extra 20–30 minutes to spend on other tasks. It's a true success," exclaimed Dave Christoffel.

Save 80% of Time

The order entry process can be dissected into the physical entry process and the follow-up activities that ensue, such as confirming the order and verifying pricing. "With regard to the physical entry portion, we save an average of 80% of our time with Conexiom. On complex accounts with larger or nonregular orders, we still manipulate the order to a degree, but we're seeing up to 95% time-savings!" described Christoffel.
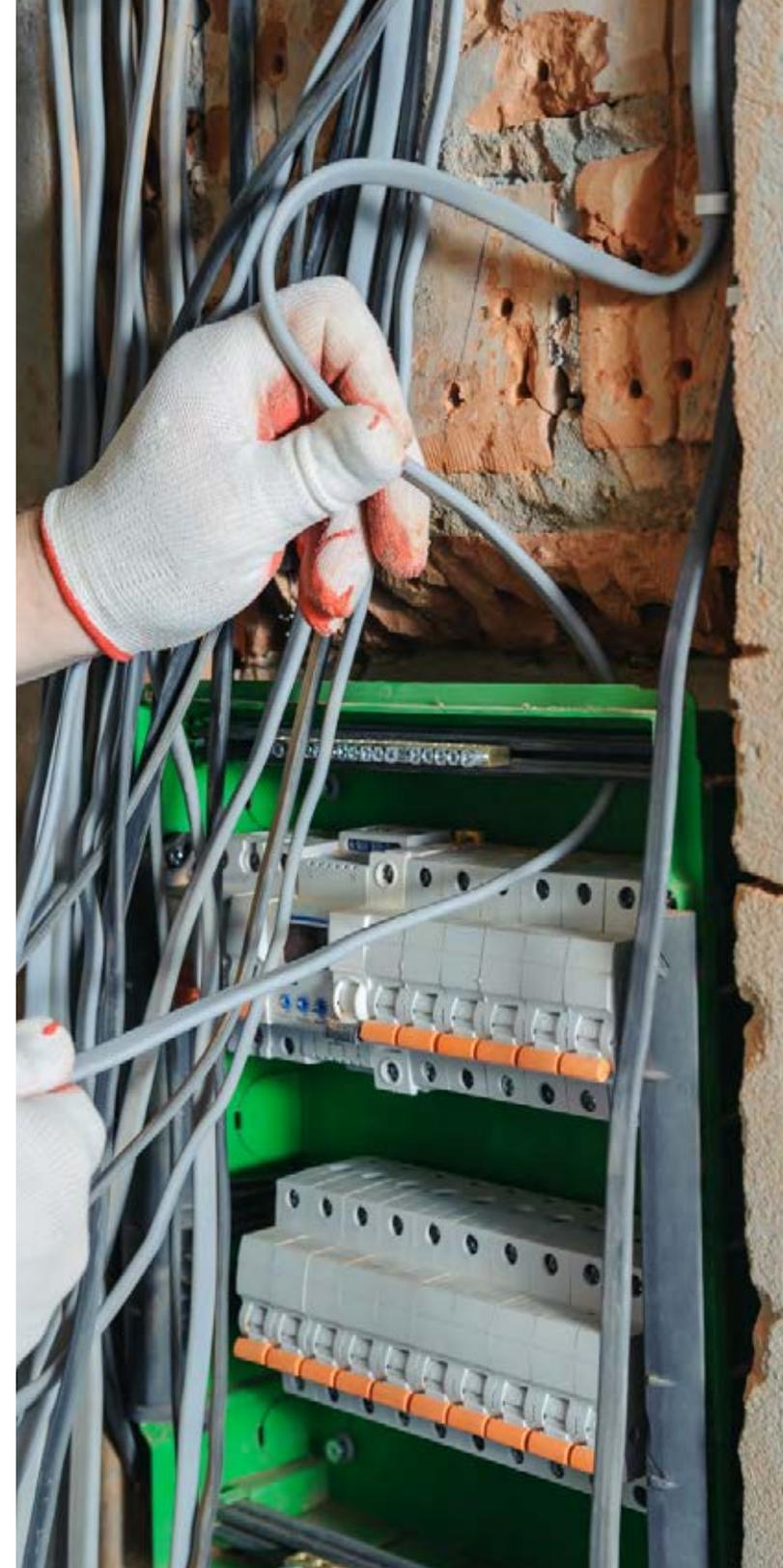
Repurpose Customer Service Staff

Since implementing Conexiom, Revere Electric found a new way to harness staff potential. "Our order-entry processing has been drastically accelerated. Instead of entering repetitive orders, our internal resources are reallocated to more productive, higher value tasks. We've refocused staff on more intensive orders to better serve customers that need extra support. We've improved customer satisfaction around cycle times, general customer service, and created happier employees that can now spend their time more effectively," described Prepelica.

Conexiom was such a success that Revere doubled the number of customers enrolled in Conexiom quickly and has plans for continued growth. Today, Conexiom processes over 4,000 order lines, exceeding $1.2 million in revenue each month.

The impressive results demonstrate the true business value of Conexiom, as well as its ability to pay for itself. "We are extremely satisfied with Conexiom. We got exactly what we wanted. We streamlined order processing for our high-value customers, where we have their pricing set up in our system for everything they order," concluded Prepelica.
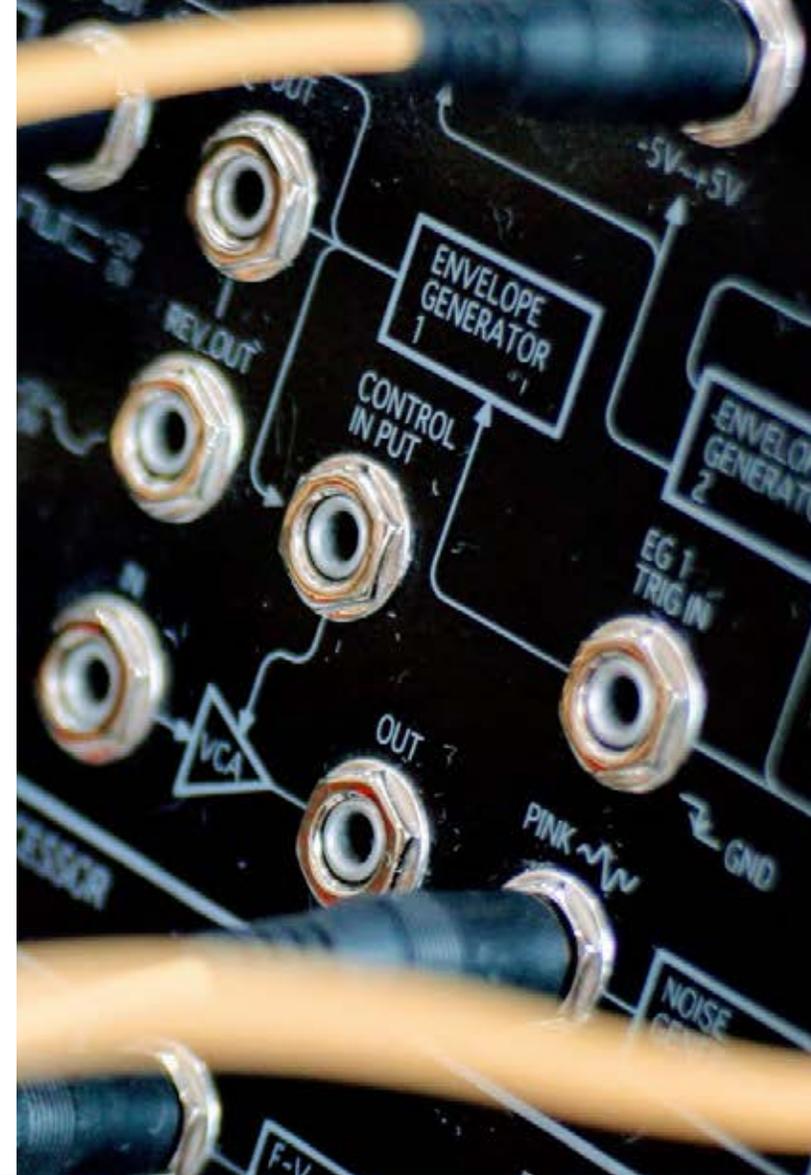
About Conexiom

Conexiom is a SaaS automation solution. Conexiom helps customer service, operations, and financial teams transform their manual processes into touchless outcomes with 100% data accuracy. Modern businesses across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen trust Conexiom to increase productivity, deliver greater profitability and improve the customer experience, while eliminating unnecessary cost and errors. Conexiom is based in Vancouver, BC, and has offices in Kitchener, ON, London, England and Chicago, IL.

For more information visit **www.conexiom.com**