



Standard Electric

Accelerates Order-Processing Speeds
by 88% with 100% Accuracy

STANDARD
ELECTRIC

Industry: Distribution

Market Sector: Electrical Wholesale

Segment: Mid-Market

Since 1952, Standard Electric has been serving America's electrical needs. Over the years, they have grown to include nine locations with more than 120 employees.

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

Automation Outcomes:

 Transition from manual order
 processing to touchless automation

 Achieve 100% data accuracy

 Accelerate order processing
speeds by 88%

 Reallocate staff to improve
customer experience

Solution Used:

 Sales Order Automation

Challenge

Ensuring the right products are always available for contractors, engineers, facilities managers, and homeowners means stocking more than 15,000 products. To ensure their distribution center runs smoothly between inventory management, purchasing, and warehousing, Standard Electric invested in a robust ERP system.

However, Standard Electric discovered substantial inefficiencies with its order-processing workflow:

- **Long delays in order-processing times caused by manual entry**

Standard Electric devoted vast amounts of time to manually processing customer orders. Because orders came through various channels in unique formats, staff worked around the clock to ensure that each order was manually—and meticulously—inserted into the ERP system as a sales order.

- **Inability to scale through low- and high-volume order cycles**

Like many distributors, Standard Electric experiences fluctuating customer demands. The team worked tirelessly to predict demand and properly align staff levels. But finding, hiring, and training a steady stream of new talent was labor-intensive and costly.

“When we looked into the workflow, we realized the amount of time we were spending on re-keying orders was much too high.”

Mick Gianetti, Systems Operations Manager

“Discovering a scalable solution that reduces our reliance on human intervention was important to create the right infrastructure for the future.”

Mick Gianetti

Solution

Aware of the inefficiencies that needed quick resolution, Standard Electric enlisted Conexiom to help streamline and modernize its business.

Standard Electric decided to add customers into Conexiom's Sales Order Automation by starting with the customers who frequently submitted large orders that required a substantial amount of time to manually enter. The mapping and setup process was extremely easy to navigate, and the company instantly discovered the benefits of touchless automation.

“Reforming the customer ordering process and reducing the reliance on manual entry and all of its frustrations was an exciting proposition. We were ready to change how we did things at Standard Electric in a way that was better for our customers, our staff, and our bottom line.”

Mick Gianetti



Business Outcomes

With Conexiom, Standard Electric has reaped several benefits:

- Touchless automation to eliminate manual processing
- 100% data accuracy
- Order processing speeds accelerated by 88%
- Staff focused on providing a stellar customer experience

One of the biggest advantages is that the speed of order processing has dramatically accelerated. By eliminating the need to re-enter each customer order line by line, Standard Electric is experiencing the fastest turnaround times they've ever seen.

Eliminating manual data entry has also enabled a shift in priorities. First, it's reduced the number of hours staff dedicated to processing high-volume customer orders and gave them the opportunity to spend more time building relationships with customers.

Second, Standard Electric has improved its order accuracy rate from 97% to 100%. "In distribution, any margin of error can cause you to lose a customer. So, it's a big win for the company to know we're getting customer orders right," said Gianetti.

Standard Electric is impressed by the ROI achieved with Conexiom and is excited to enroll additional customers.

"In a sea of technology boasting big promises, Conexiom is a solution that delivers real results," expressed Gianetti. "I highly recommend Conexiom because the entire team is 100% committed to helping customers succeed by being easy to implement and optimize."

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

Mick Gianetti

"Frankly, our staff loves Conexiom. Spending less time behind the computer and more time out in front of our customers is the smartest move we ever made."

Mick Gianetti



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