



# Werner Electric Ventures

## Transforms the Inside Sales Team



**Industry:** Distribution

**Market Sector:** Electrical Products Wholesalers

**Segment:** Mid-Market

Werner Electric Ventures is a distributor of electrical, automation, and lighting services and solutions. It serves 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.

### Automation Outcomes:

-  Increased order accuracy from 95% to 100%
-  Improved order cycle time and reduced errors and returns
-  Empowered sales staff to deliver added value to customers

### Solution Used:

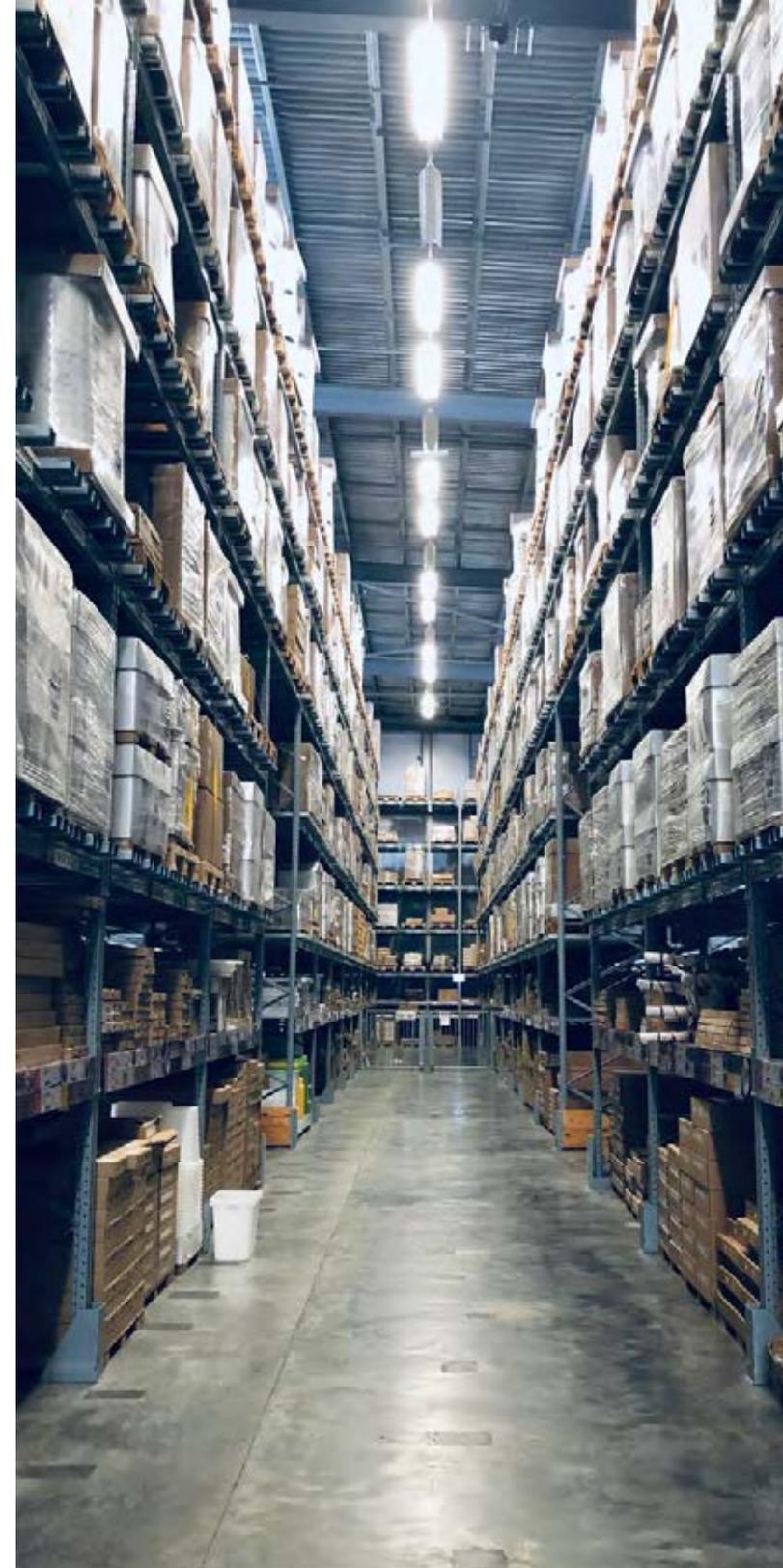
-  Sales Order Automation

## Challenge

As a rapidly growing company, Werner Electric recognized that its high volume of orders was starting to impact the Inside Sales team's ability to provide impeccable customer service. Therefore, Warner Electric sought a solution that could free Sales to focus on the customer experience and scale with its business.

Warner Electric's primary objective was to reduce the manual ordering process that overwhelmed the Inside Sales team.

"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 quickly fulfill orders. 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.



## Solution

Werner Electric inherited Conexiom® Sales Order Automation from its parent company. After reviewing the success its parent company experienced with Conexiom, the benefits were immediately obvious to the Werner Electric leadership team, which tasked Angela Schmollinger to lead the effort to partner with the Inside Sales team to identify and onboard new customers.

“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. Conexiom’s customer success team was fantastic in assisting in this process,” says Schmollinger.

After understanding the benefits of Conexiom, Schmollinger became its champion at Werner Electric and rolled out the service to predetermined high-volume customers. Since 2016, Werner Electric has increased Conexiom usage by 500%.



## Business Outcomes

Werner Electric realized immediate gains from Conexiom's Sales Order Automation:

- 100% accuracy in processing sales orders by the Inside Sales team
- Improved order cycle time and reduced errors and returns
- CSRs freed to focus on delivering outstanding customer experience

Inside Sales staff now have more time to add value to the company, as employees are not spending 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.

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 valuable tasks to their roles. They now have time to work to make additional improvements for our customers and test new enhancements for our sales tools."

With Conexiom, Werner Electric can handle continued growth without adding significant pressure to its 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 to build stronger customer relationships and further enhance the competency and operations of their Inside Sales team.

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

**Gerry Thomas**



### 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](http://www.conexiom.com)