**conexiom** | **CODALE** A Sonepar Company

# Codale Electric Drives eCommerce Adoption with The Conexiom Platform

## Overview

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| **Industry:** | Distribution |
| **Market Sector:** | Electrical and Electronic Components Wholesale |
| **Segment:** | Mid-Market |
| **Solution Used:** | Sales Order Automation |
| **ERP:** | Epicor Eclipse |

Codale Electric Supply, a division of Sonepar USA, serves various markets, including electrical construction and maintenance businesses. Its impressive inventory is equipped with supplies for DataComm and OSP, as well as complex wiring solutions. It is a true leader in the utility market.

## Automation Outcomes

- Free CSRs to focus on relationship-building and upselling

- Streamline eCommerce experience

- Improve order cycle times and reduce errors

# Challenge

Because of its commitment to excellence, Codale looked to modernize its order process for customers and raise the value of its customer service representatives (CSRs). To better operationalize its business, two issues needed to be addressed:

- Codale's eCommerce platform was clucky and forced customers through painstaking steps, which caused low adoption.
- Due to the number of POs coming in, CSRs spent hours each day manually entering data into the ERP system, which caused errors and delays during high-volume cycles.

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"Our primary objective is to make it easy for clients to order online. With Conexiom, they simply email the POs they generate, and those POs are automatically forwarded to our eCommerce platform."

**WYATT SNOW, ECOMMERCE MANAGER**
**CODALE**

# Solution

Sonepar USA recommended Conexiom to Codale. "The eCommerce manager at Sonepar spoke highly of Conexiom as a means to solve our challenges with adoption,"noted Snow.

After researching Conexiom, Codale moved forward. Immediately, Conexiom's Customer Success team went to work with the Codale team on how to generate buy-in from their CSR team and loyal customer base.

Conexiom took the time to not only understand Codale's business objectives, but explained how and why The Conexiom Platform could resolve the company's challenges.

> "Conexiom was very easy to integrate. All we did was select some of our highest volume customers, and the Customer Success team did the heavy lifting."

**WYATT SNOW, ECOMMERCE MANAGER
CODALE**

# Business Outcomes

After implementing several customers onto The Conexiom Platform, Codale realized substantial results immediately, such as:

- ▶ **CSRs could focus on relationship-building and upselling**
- ▶ **A streamlined, simple e-commerce experience for customers**
- ▶ **Improved order cycle times with 100% accuracy**

Over the years, Conexiom has proved to be an integral part of Codale's eCommerce strategy. It not only gives them a way to enhance the customer experience, it also gives CSRs the opportunity to focus on revenue-generating tasks that add value to the brand.



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"Our sales team was thrilled to cut back on the amount of data entry. Even our customers bought into the solution quickly. They enjoy the shorter cycle time that has resulted from automation."

**WYATT SNOW, ECOMMERCE MANAGER**
**CODALE**

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Build enduring, frictionless relationships with customers and suppliers without requiring them to change their processes.

## About Conexiom

Conexiom's cloud-based automation platform eliminates manual entry and approvals in the order-fulfillment process by transforming complex data into 100% accurate, touchless transactions, delivered seamlessly into the ERP. Manufacturers and distributors across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen, trust Conexiom to improve efficiency, speed and accuracy, increase profitability, and elevate the customer experience, while eliminating unnecessary costs from manual approaches.

Conexiom is based in Vancouver, British Columbia, and has offices in Kitchener, Ontario; London, England; and Chicago, Illinois.

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CUSTOMER STORY: CODALE ELECTRIC