

Graybar Electric Company Provides a High Level of Service to Customers Through Continuous Automation

Overview

Industry:	Distribution
Market Sector:	Electronics
Segment:	Enterprise
Solutions Used:	Sales Order Automation, Special Pricing Agreements, AP Invoice Automation
ERP:	SAP ECC

Fortune 500 electrical, communications, and data networking products distributor, Graybar Electric Company, is an employee-owned business working to help their customers define their wireless strategy.

As an employee-owned company, Graybar is laser-focused on providing high levels of service to their customers. After 150 years, they are still recognized as an industry leader by looking to technology to move forward in the marketplace, engage with their customers, and provide an incomparable level of service.

Automation Outcomes

-  Processed 83,000 documents with 9.5-million-line items through Conexiom in six months
-  Eliminated errors inherent in manual order entry
-  Limited exposure and risk during tax audits

Challenge

When beginning their continuous improvement initiative, Graybar found their team spending a lot of time on tasks which were not focused on providing value to their customers. With intensive, high-volume transactions, Graybar needed to eliminate human error inherent in manual order entry while improving their customer service representatives' productivity.

“Wholesale distribution in itself is very low margin, very intensive, with high volume transactions,” says Rose McDaniel, Director of National Operations at Graybar. As part of the initiative, Graybar looked to technology to reduce touchpoints and manage requirements around taxability, pricing agreements, and customer arrangements.

While some of Graybar's customers were already using automation technologies such as PunchOut and EDI, many did not have the technology in place to utilize the solutions, thus requiring Graybar's employees to spend their time on non-value adding tasks.

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Conexiom allows us to reduce errors. It allows us to perform massive, repetitive tasks that are so labor-intensive for employees. Every error takes you three times as much effort to correct than doing it right the first time. If I make a mistake, my customers get to see it. With Conexiom, we show our customers that we provide timely, accurate service, without errors.”

ROSE MCDANIEL, DIRECTOR OF NATIONAL OPERATIONS



Solution

Via Conexiom's marketing efforts, Graybar found The Conexiom Platform, an intelligent, touchless, document automation platform purpose-built for automating critical and complex B2B document transactions and began a pilot for five customers. **Over the last five years, they have moved from the initial five customers to over 1,500.**

On The Conexiom Platform, Graybar no longer experiences errors that come with manual order entry. The orders are loaded into the system like an EDI transaction without the need for customers to change anything on their side. Graybar's team no longer worries about re-keying or reprocessing data that comes in the standard format, which enables them to spend more time with their customers.

Not only has Conexiom provided a solution to automate Graybar's sales orders, they also built a custom solution to load and validate tax certificates for over 60% of Graybar's customer base directly into their ERP system, SAP ECC. This improved accuracy has limited their exposure and risk during tax audits.

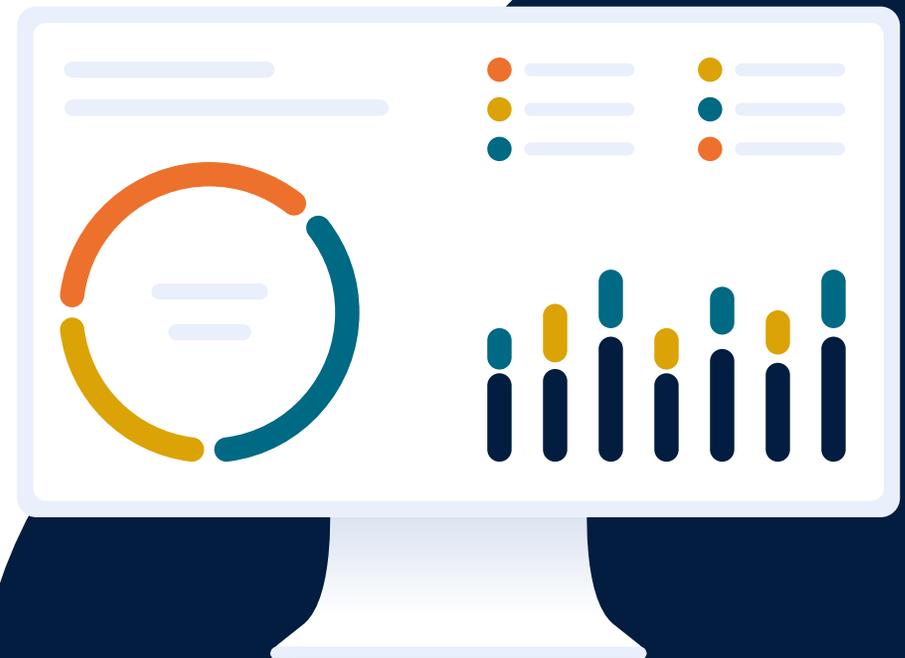
According to McDaniel, "Conexiom put a great deal of effort into designing, developing, and delivering this labor-intensive solution. They had a dedicated team who worked nonstop to provide a high level of accuracy."

"In 2019, we created an award for technology partners who provided innovation and collaboration to meet our business needs. It was awarded to Conexiom for their work on our tax certificates. The outcome provided improvements that we did not think were possible," she continues.

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Conexiom is the type of provider that I hope Graybar is to our customers.”

ROSE M^CDANIEL, DIRECTOR OF NATIONAL OPERATIONS



Business Outcomes

In the first half of 2021, Graybar processed 83,000 documents with 9.5-million-line items through Conexiom.

Now, employees are empowered to spend more time with customers allowing them to provide a higher-level of service. They can help customers find solutions to issues that require in-depth knowledge and experience with Graybar's products and services.

McDaniel says, "Graybar has been around for more than 150 years because we keep innovating and adapting to meet the needs of our customers. We equip our employees with the best tools, like Conexiom, to serve our customers well. Powering the new era is all about using technology to move us forward in the marketplace, engaging with our customers and delivering solutions to keep up with their everchanging needs, and providing a level of service no one else can provide."

With Conexiom, Graybar is helping their employees and customers achieve more.

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“In the past, we looked at Conexiom as a productivity gain. It was a tool that reduced the amount of time our employees had to spend on redundant tasks. However, we've realized it's changed how we do business. It is a tool that we use so that we can provide better service to not only our customers, but also to other aspects of our business.”

ROSE M^cDANIEL, DIRECTOR OF NATIONAL OPERATIONS



Partnership Timeline



2016

Graybar selects Conexiom's Sales Order Automation (SOA) solution and begins with 5 customers in the pilot stage.

2018

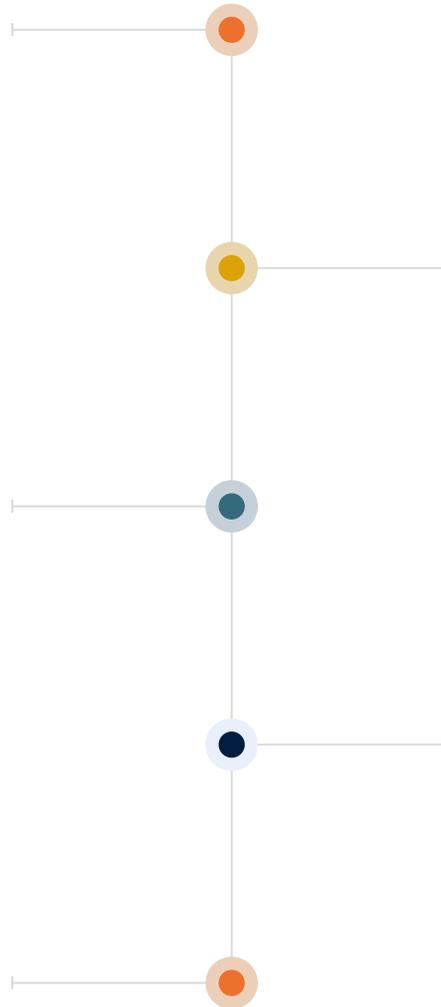
Graybar adds custom built tax certificate solution – the first Conexiom customer to do so.

This tax certificate solution loads and validates tax certificates for over 60% of Graybar's customer base directly into their ERP system, SAP ECC. This improved accuracy has limited their exposure and risk during tax audits.

2021

Graybar processes 83,000 documents with 9.5-million-line items through Conexiom in the first half of the year.

By the end of the year, Graybar processes 246,351 documents with 26,357,769 line-items through Conexiom.



2017

Graybar adds email analytics and Special Pricing Agreement (SPA) Automation. They are the first Conexiom SPA customer.

Graybar begins project to onboard 500 SOA customers. This is rolled out in less than 6 months.

2019

Graybar awards Conexiom with their inaugural "Technology Innovation Award" for Conexiom's development of the tax certificate solution.

Graybar wins the Vertex Innovation Award for their complete tax transformation that optimizes their overall business processes and honors their ability to apply Conexiom's tax technology in unique ways to solve complex problems and drive business value.



Make your company easy to do business with.

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.

Learn More

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CUSTOMER STORY: GRAYBAR



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