

Johnstone Supply NW Deepens Customer Relationships Through Automation

Overview

Industry:	Distribution
Market Sector:	HVAC/R
Segment:	Mid-Market
Solution Used:	Sales Order Automation
ERP:	Infor SXe

Founded in 1953, Johnstone Supply specializes in wholesale distribution of warm air heating and air-conditioning equipment and supplies. Today, Johnstone Supply is the top wholesale distributor in the country and a recognized national leader in the HVACR industry.

Johnstone Northwest (NW) was founded in Portland, Oregon. It includes 14 branches and more than 180 employees, stretching from Washington State to the San Francisco Bay.

Automation Outcomes

-  Save CSRs hundreds of hours (annually) to focus on customer service
-  Improve customer satisfaction and loyalty
-  Eliminate the manual processing of business-critical documents

Challenge

With a laser focus on customer service and ensuring the ordering process is seamless, Johnstone Northwest (Johnstone NW) has grown from 2 to 14 brick-and-mortar stores since it was started in the early 1980s.

Customers can send orders via email, telephone, or in whichever way is most convenient, including visiting a well-stocked showroom.

But back in 2013, as he walked through one of the Johnstone NW branches, Information Systems Manager Mike Stram noticed customer service representatives (CSRs) spending a good portion of each day on the phone manually entering customer orders:

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“A key focus area of my role is to improve business practices, so I pay attention to where process inefficiencies may exist. Anytime I was at a sales counter, I heard phone conversations our CSRs had with customers, and they would repeat part numbers and other order details. The CSRs would do this as often as 20 times a day.

“I thought, ‘I have these highly trained associates who can help customers find a correct replacement motor or spec out equipment and parts to build a walk-in refrigerator, for example. And here they are... doing data entry.’”

Knowing that this particular problem needed a solution, the corporate office reached out to Johnstone NW and asked them to pilot The Conexiom Platform.



Solution

Having just put a new ERP system in place, the corporate office reached out to Johnstone NW to determine if it was interested in beta-testing Conexiom, a purpose-built platform that automates the processing of critical and complex B2B transactions.

Initially, the implementation process took just 6 weeks, with the Conexiom implementation team providing the technical expertise to transition sales orders into the platform. After the initial deployment, onboarding more Johnstone NW customers took only a matter of hours.

CSRs saw the benefits of Conexiom first-hand, when 50-line orders entered the platform in mere minutes. The platform delivered immediate ROI in terms of time savings.

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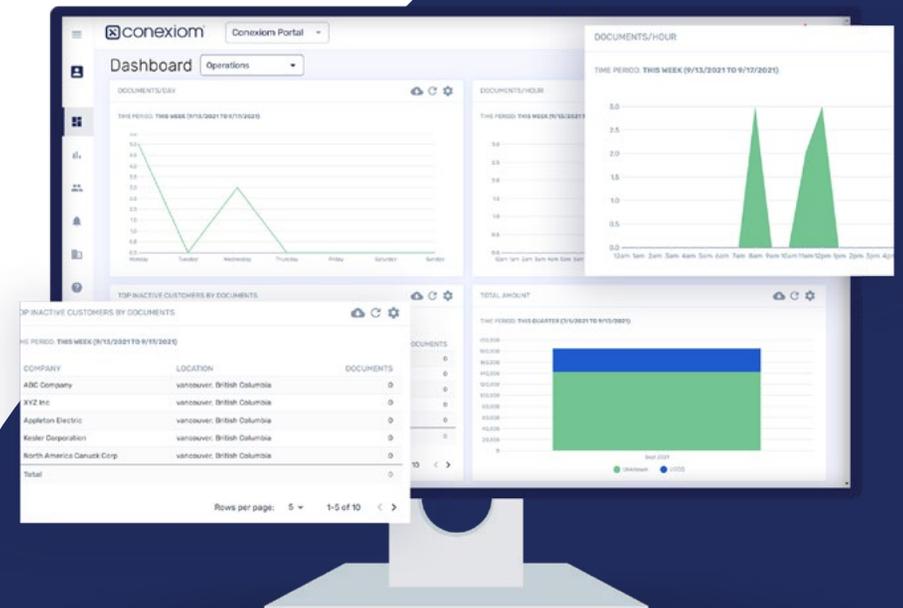
“In our environment, where you’re working in showroom area, it’s almost impossible to have uninterrupted time to key in orders.”

MIKE STRAM
INFORMATION SYSTEMS MANAGER

Conexiom enabled Johnstone NW to build stronger relationships with customers, where it could deliver excellent customer service through automation, such as more involved support with product- or installation-related questions and next-day delivery.

“Everyone is familiar with Amazon and used to that level of service. That’s why automating processes is essential to running a business, so your customer service team can focus on more valuable tasks.”

MIKE STRAM
INFORMATION SYSTEMS MANAGER



Business Outcomes

As a Conexiom customer since 2013, Johnstone NW has enabled its staff to grow the business by providing personalized customer service instead of performing data entry. It also allows more time for reps on the counter to add value, whether it's stocking product in the warehouse or perfecting the showroom floor.

Most of all, the CSRs can proactively reach out to customers. Who wouldn't love a communication from a rep telling them that the batteries they repeatedly purchase are on sale? With Conexiom, that level of service is now commonplace and differentiates Johnstone NW from its competitors.

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Conexiom is critical to our business. It allows us to stay current with automation technology, and customers experience lightning-fast responses.”

MIKE STRAM
INFORMATION SYSTEMS MANAGER





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.

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Conexiom helped us build stronger relationships with our customers.”

MIKE STRAM
INFORMATION SYSTEMS MANAGER



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