

Kirby Risk Corporation Elevates Its Customer Experience by Transforming Operations and Freeing CSRs to Provide Impeccable Service

Overview

Industry:	Distribution
Market Sector:	Electrical Wholesale
Segment:	Mid-Market
Solution Used:	Sales Order Automation

The Kirby Risk Corporation is a multi-faceted company dedicated to meeting **their** business partners' needs with innovative, effective solutions. **They** provide a range of services, including quality electrical supplies, wiring harness/cable manufacturing, and industrial component manufacturing.

Kirby Risk values **their** customers, employees, vendors, and community. **Their** mission is to provide the right parts at the right time, to the right place, and at the right cost. Staying committed to this concept of "sacrificial service" has fueled Kirby Risk since 1926.

Automation Outcomes

-  Provide an unparalleled customer experience—without customers changing their behavior
-  Process orders in seconds instead of minutes
-  Scale according to order volumes

Challenge

Kirby Risk Corporation is strategically focused on helping customers address the growing competitive pressures to reduce costs, conserve resources, improve productivity, and reduce time to manufacture goods and services.

Because of that commitment, Kirby Risk continuously innovates to serve their customers better and faster while keeping operational costs balanced. Therefore, the company sought to implement process improvements that would allow them more efficiently serve customers while maintaining operational costs.

As a renowned, in-demand supplier, Kirby Risk processes thousands of customer orders each day. Customers submit unique purchase orders (POs) in various formats, such as email and fax. These POs must be manually keyed in as sales order into the company's ERP system, a task assigned to customer service representatives (CSRs). This proved to be incredibly labor-intensive and detracted CSRs from performing more valuable tasks—namely, focusing on creating meaningful relationships with customers.

Kirby Risk also needed a scalable solution to properly transition from low- to high-volume order times. Finding a solution that easily handles varying order volumes would eliminate the stress of coordinating staff counts, paying overtime, and miscalculating order cycles.

Kirby Risk wanted to implement efficiencies into its processes to:

- ▶ **Process orders quickly and at scale**
- ▶ **Handle order volumes without additional staff Reallocate CSRs to focus on valuable business activities**



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“We were immediately interested in exploring Conexiom. It seemed too good to be true.”

**JIM SWISHER, SHARED SERVICES MANAGER
KIRBY RISK CORPORATION**

Solution

After discovering Conexiom at an Epicor customer conference, Kirby Risk selected the SaaS automation solution to modernize their sales order process. As a first step of implementation, Kirby Risk selected a group of loyal customers, based on volume, to begin their initial rollout of Conexiom.

The Conexiom Platform proved to be the ideal solution because of its capability to capture data directly from customer orders, regardless of how the order was received. This data is then automatically transformed into an electronic sales order in Kirby Risk's existing ERP system.

The Conexiom Platform effectively eliminated the problem of manual data entry and liberated CSRs to focus on customers—not paperwork.

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“We were immediately interested in exploring Conexiom. It seemed “Once we identified the ideal customers, Conexiom was a no-brainer to implement. We saved money and increased our operational efficiencies, all without impacting customers. It’s a huge win.”

**GRANDON WESTLUND, E-COMMERCE ADMINISTRATOR
KIRBY RISK CORPORATION**



Business Outcomes

At Kirby Risk Corporation, nothing is more important than serving their customers, especially in turbulent and disruptive times. This is what made Conexiom a true standout from their competitors; the way customers choose to order is not impacted. Customers made no changes in how they interact with Kirby Risk, yet they receive orders faster and with 100% accuracy.

After experiencing touchless automation, the value of the Conexiom was crystal clear. Kirby Risk can now:

- ▶ Provide an unparalleled customer experience—without customers changing their behavior
- ▶ Process orders in seconds instead of minutes
- ▶ Scale according to order volumes

With The Conexiom Platform, Kirby Risk can transform their incoming electronic documents into 100% data accurate touchless outcomes. The business efficiencies gained from using Conexiom are beyond measure, but the most important ROI is the company's valued customers who not only regularly interact with Kirby Risk, but regularly connect with Kirby Risk's employees on a meaningful level.



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Some customers have been doing business a certain way for a long time. It was our responsibility to manage the automation process in a way that wouldn't require any changes from them.”

JIM SWISHER



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: KIRBY RISK CORPORATION

★★★★★
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