



McNaughton-McKay Electric Uses Conexiom to Strengthen Customer Relationships

Overview

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

McNaughton-McKay Electric Company is one of the largest full-line electrical wholesale distributors in the U.S. For more than 110 years, **they have** been recognized as a distribution leader because of **their** commitment to selling quality products, maintaining diversified inventories, and delivering on time.

With a reputation for offering top-quality products, McNaughton-McKay has become a trusted business partner to the clients **they serve**.

Automation Outcomes

-  Deliver products on time with 100% accuracy
-  Eliminate manual order processing
-  Create an incredible customer experience

Challenge

As a busy distributor, McNaughton-McKay enjoyed efficient order processing with many of their EDI-enabled customers. But many medium and large companies still processed orders via paper or phone.

To accommodate these customers, McNaughton-McKay staffed a team of customer service representatives (CSRs) to manually re-enter customer information, which led to several challenges:

- ▶ CSRs spending hours each day on data entry as opposed to interacting with clients
- ▶ The opportunity for human error when keying purchase orders into the ERP system as sales orders
- ▶ Allocating time for returns, exchanges, and rebills for inaccurate orders

McNaughton-McKay looked for a solution that could seamlessly and accurately process orders while allowing CSRs to serve customers instead of processing paperwork.



“As a company dedicated to helping customers become more efficient, it made sense for us to do the same.”

DENNY WYSS
SENIOR PROJECT MANAGER, MCNAUGHTON-MCKAY



Solution

McNaughton-McKay turned to Conexiom to modernize their business.

Conexiom captures data from a purchase order and seamlessly transforms it into a sales order in the ERP system. The SaaS automation solution delivers touchless document processing with 100% data accuracy. This type of automation resolved McNaughton-McKay's issues with resource restraints and the potential for data-entry errors.

McNaughton-McKay launched The Conexiom Platform with several high frequency customers. "As soon as the team saw large orders coming in clean that they didn't have to manually enter, they were ecstatic with the results," recalls Wyss.

"Initially, there were some concerns over the accuracy of the information captured due to the stigma of optical character recognition (OCR), but since Conexiom doesn't rely on OCR, there was no chance of misreading orders."

With Conexiom, McNaughton-McKay gained the peace of mind that sales orders were processed with 100% data accuracy.



"The Conexiom Platform was the right solution for us because it was incredibly easy. Once the customer map is set up, you email the order to Conexiom, and it takes care of the rest."

DENNY WYSS

SENIOR PROJECT MANAGER, MCNAUGHTON-MCKAY



Business Outcomes

With The Conexiom Platform, McNaughton-McKay has seen immediate ROI and tangible results:

- ▶ Orders are processed in minutes with 100% data accuracy.
- ▶ CSRs can focus on customers and their success.

“The part that impresses me most is Conexiom’s capability to take a manual order process and reduce the time spent on it to virtually nothing,” said Wyss. “Getting set up was painless, and Conexiom delivers some phenomenal capabilities beyond simply eliminating manual entry.”

Conexiom transformed McNaughton-McKay into a modern business, and the company could not be more thrilled.

McNaughton-McKay has continued to enroll customers since its initial implementation. “It is an impactful change,” says Wyss. “We’re able to hand off more transactional tasks to machines that excel at that and let our staff do what they excel at, which is solving problems and finding better solutions for our customers.”



“I highly recommend Conexiom because it’s the whole package—from being easy to use to being faster and more accurate.”

DENNY WYSS

SENIOR PROJECT MANAGER, MCNAUGHTON-MCKAY





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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CUSTOMER STORY: M^cNAUGHTON-M^cKAY ELECTRIC CO.



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