Revere Electric Supply Co. Focuses on Customer Service, not Order Entry

Overview

Industry: Distribution

Market Sector: Electrical Wholesale

Segment: Mid-Market

Solution Used: Sales Order Automation

ERP System: Epicor Eclipse

The Revere Organization is comprised of Revere Electric Supply, Holt Electric, Complete Industrial, and BJ Electric Supply. Each division has a rich history and a well-respected reputation within **their** geographical marketplace. Revere Electric Supply is proud to be the one of the most renowned automation and electrical distributors in the Midwest.

Automation Outcomes

- Accelerated order cycle time
- Eliminated costly returns and rush orders
- Saved 95% of time spent entering orders
- Created more time to dedicate to customer service

Challenge

With their large customer base and even larger range of products, Revere Electric Supply Co. received orders through disparate systems, such as EDI, email, fax, and their eCommerce site.

Revere Electric embraced Epicor Eclipse to manage internal resources, which improved their inventory management, warehousing, and reporting. Nonetheless, the order-entry process required substantial manual entry and needed an overhauling. Although each method presented its own challenges, it was evident Revere Electric needed to reduce their reliance on manual entry.

Larger customers preferred EDI as long as they had sufficient resources to employ EDI staff. On the other hand, eCommerce proved much easier to use and was therefore more popular.

Unfortunately, many customers who placed large, frequent orders became dissatisfied because orders required duplicate entry, once in their own system to create a purchase order and a second time into Revere Electric's eCommerce site.

Despite EDI and eCommerce, most customers still ordered via traditional channels: email, fax, and phone, which made order processing labor-intensive for customer service representatives (CSRs).

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> "Before Conexiom, customer service would receive a 90+ line-item order that took 20–30 minutes to enter while juggling other priorities."

DAVE CHRISTOFFEL
CUSTOMER SERVICE SUPERVISOR AT REVERE ELECTRIC

Solution

Revere Electric needed a solution that would streamline order processing to better serve their customers. The company knew that they needed to automate the order process, especially for regular customers with long, standardized orders.

Automation would effectively reduce order cycle time and help customers receive their orders faster. A secondary objective was to reduce the number of errors occurring during the manual order-entry process.

Revere Electric implemented Conexiom with a select group of customers. Conexiom was the ideal solution because it automatically captured and transformed computer-generated purchase orders into electronic sales orders in Revere Electric's Eclipse ERP system. By mapping customer orders directly to the ERP, it solved the problems of dual entry and order accuracy.

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"Historically, the greatest number of orders were handled manually. It's not always the best use of our most valuable asset: our employees."

MIKE PREPELICA
VP OF INFORMATION TECHNOLOGY AT REVERE ELECTRIC

Business Outcomes

By implementing The Conexiom Platform, orders received by email, online, or EDI were instantly converted to sales orders without requiring any changes to existing customers' business practices. Implementation was quick and easy for both Revere Electric and their customers.

"Our customers were unaware that we began using a system to automatically process orders. What they do know is that we're providing faster, more accurate service," shared Prepelica. Automation also eliminated entry errors by ensuring 100% data accuracy, reducing costly returns and rush orders.

Reclaim 30 Minutes per Order

Processing orders faster means reducing the expense involved in order processing by saving employee labor. In today's world where time equals money, it's created an unexpected benefit of substantial cost savings. "With Conexiom, we receive the order back in 10 minutes. Not only do we save time by avoiding manual entry, but we gain an extra 20–30 minutes to spend on other tasks. It's a true success," exclaimed Dave Christoffel.

Save 80% of Time

The order entry process can be dissected into the physical entry process and the follow-up activities that ensue, such as confirming the order and verifying pricing. "With regard to the physical entry portion, we save an average of 80% of our time with Conexiom. On complex accounts with larger or non-regular orders, we still manipulate the order to a degree, but we're seeing up to 95% time-savings!" described Christoffel.

conexiom

Maximize Efficiency and Results with The Conexiom Platform

Eliminate the manual processing of business-critical commercial documents with 100% data accurate, touchless transactions to exceed business outcomes and deliver a superior customer experience.

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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