

# How Van Meter (Previously Werner Electric Ventures) Transforms the Inside Sales Team

## Overview

<b>Industry:</b>	Distribution
<b>Market Sector:</b>	Electrical Products Wholesalers
<b>Segment:</b>	Mid-Market
<b>Solution Used:</b>	Sales Order Automation
<b>ERP:</b>	Epicor Eclipse

Van Meter is a distributor of electrical, automation, and lighting services and solutions. They serve the industrial, contractor, commercial, OEM, and SI markets. The company prides themselves on being the supplier that provides wide-ranging solutions and deep product knowledge to their customers.

Van Meter fosters a culture where employees achieve their full potential by using their knowledge and expertise to enable their customers to be more competitive.

## Automation Outcomes

-  Increased order accuracy from 95% to 100%
-  Improved order cycle time and reduced errors and returns
-  Empowered sales staff to deliver added value to customers

## Challenge

As a rapidly growing company, Van Meter recognized that their high volume of orders was starting to impact the Inside Sales team's ability to provide impeccable customer service. Therefore, Van Meter sought a solution that could free Sales to focus on the customer experience and scale with their business.

**Van Meter's primary objective was to reduce the manual ordering process that overwhelmed the Inside Sales team.**

"Van Meter was growing, and the volume of orders was increasing. We needed to improve the customer experience, as the volume of orders was impacting our Inside Sales team's ability to quickly fulfill orders. In some cases, although orders were fulfilled quickly, there could be up to a 24-hour delay to send an acknowledgment to our customers," said Gerry Thomas, Director of Finance at Van Meter.



## Solution

Van Meter inherited The Conexiom Platform from their parent company. After reviewing the success their parent company experienced with Conexiom, the benefits were immediately obvious to the Van Meter leadership team, which tasked Angela Schmollinger to lead the effort by partnering with the Inside Sales team to identify and onboard new customers.

“The challenge with implementing any solution is getting internal buy-in by those who are meant to use the solution. Some people are resistant to change, so we needed to help them experience the service and see for themselves how it would benefit them. Conexiom’s customer success team was fantastic in assisting in this process,” says Schmollinger.

After understanding the benefits of Conexiom, Schmollinger became their champion at Van Meter and rolled out the service to predetermined high-volume customers. Since 2016, Van Meter has increased Conexiom usage by 500%.

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“Sometimes, we were asking our Inside Sales team to be data-entry staff and, with their time freed up, they were able to add new and more valuable tasks to their roles. They now have time to work to make additional improvements for our customers and test new enhancements for our sales tools.”

**PATTY MULLIN, DIRECTOR OF IT  
VAN METER**



## Business Outcomes

Van Meter realized immediate gains from The Conexiom Platform:

- ▶ **100% accuracy in processing sales orders by the Inside Sales team**
- ▶ **Improved order cycle time and reduced errors and returns**
- ▶ **CSRs freed to focus on delivering outstanding customer experience**

Inside Sales staff now has more time to add value to the company, as they are not spending time keying in customer orders. Van Meter employees are now able to devote more time to customers with product selection and helping them through technical questions.

Patty Mullin, Director of IT explains, “Sometimes, we were asking our Inside Sales team to be data-entry staff and, with their time freed up, they were able to add new and more valuable tasks to their roles. They now have time to work to make additional improvements for our customers and test new enhancements for our sales tools.”

With Conexiom, Van Meter can handle continued growth without adding significant pressure to its Inside Sales team. Staff is more productive, and the processing of customer orders and cycle times remains unaffected.

Werner Electric is excited about using the valuable hours that have been freed to build stronger customer relationships and further enhance the competency and operations of their Inside Sales team.



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“95% accuracy manually keying orders went to 100% with Conexiom. Frustration from a customer standpoint was alleviated.”

GERRY THOMAS



# 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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