

Werner Electric Streamlines Order Cycle Time, Re-Invests Resources to Improve Customer Experience

Overview

Industry:	Distribution
Market Sector:	Electrical Wholesale
Segment:	Mid-Market
Solutions Used:	Sales Order Analytics

Werner Electric Supply has been serving the electrical market in Wisconsin and Michigan since 1948. Werner has a wide inventory of more than 24,000 different SKUs and strives to go above and beyond to serve the needs of their customers in more than 10 locations. The company provides customizable solutions that make a difference to their customers.

Automation Outcomes

- 
 Reach an average time savings of approximately 6,263 hours per year
- 
 Re-invest staff resources to develop outstanding customer relationships
- 
 Process approximately 20% of sales revenue through Conexiom
- 
 Improve order cycle time and reduce errors

Challenge

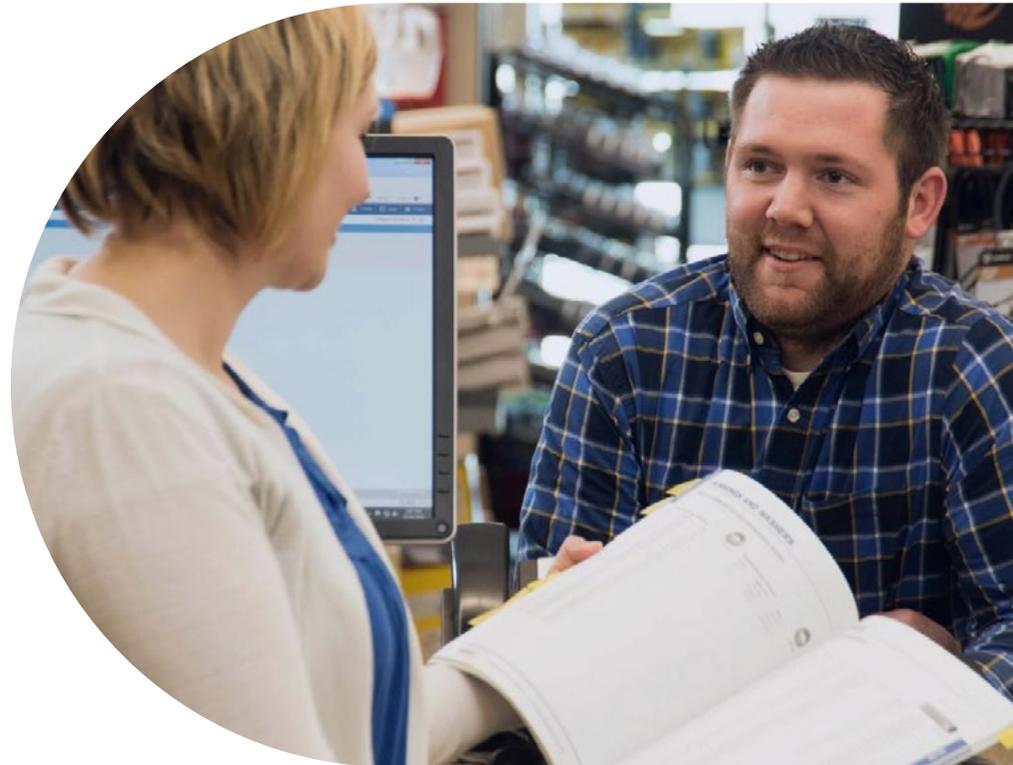
Already a Conexiom customer since 2015, Werner Electric sought to expand their automation to include a wider group of customers. However, the team did not have the resources to determine which would be most suitable for Conexiom.

Complicating the problem was Werner's numerous branch locations and customer service teams. The biggest productivity gains are found with automating the customers that have high order frequency with numerous order lines.

Accurately determining which customers meet the requirements for automation requires a thorough examination of each customer's order history. Because the customer service representatives (CSRs) at the 10+ locations had limited bandwidth, enlisting help was impossible. Although sales order automation would ultimately provide them with more hours in their day to focus on customers, deciding which customers to add was challenging.

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Seeing the return on investment Werner Electric Supply was experiencing after onboarding a portion of their customers to Conexiom, they began to want to continue that success by automating more customer orders.



Solution

The challenge of determining which customers are perfect for sales order automation was a time-consuming and overwhelming task, but when you use The Conexiom Platform, a seemingly monumental task becomes quick and painless.

Sales Order Analytics analyzed three months of data for six Customer Service Representatives in one week.

“It would have taken us months, if not years, to mine all the customer emails to find purchase order attachments and determine which are ideal for Conexiom. We had been relying on our customer service people to bring us leads on who they thought might fit well with the solution. With Sales Order Analytics, we found another 100+ customers that we currently didn’t have set up on Conexiom,” said Mike Jirikowic, Continuous Improvement Leader at Werner Electric Supply.

Having determined which additional customers to add into the sales order automation process, Werner Electric Supply transitioned their focus to freeing up their CSRs to focus on value-add tasks. When Conexiom was initially implemented in 2015, CSRs quickly reviewed each order and forwarded it to Conexiom for processing. Then, the team learned of Rules-Based Order Processing, which eliminates the manual decision-making that goes into orders.

Rules-Based Order Processing programmatically applies pre-defined business rules to incoming emails and identifies which are onboarded customers with order attachments that need to be processed. As Jirikowic explains, “Instead of deciding which orders would go to Conexiom, those orders now get processed based on the rules we set up for each customer. Many times, the orders are processed and waiting for the CSR to release before the CSR even knows that the email came in.”

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**MIKE JIRIKOWIC, CONTINUOUS IMPROVEMENT LEADER
WERNER ELECTRIC SUPPLY**



Business Outcomes

After increasing their number of customers to 115, Werner Electric Supply continued to discover the ROI related to Conexiom:

- ▶ **Productivity increased**
- ▶ **Payroll hours decreased**
- ▶ **CSRs engaged in more customer-centered tasks**
- ▶ **Average time savings of approximately 6,263 hours per year**

Jirikowic describes that, in the industry, “Everyone is asked to do more without adding additional staff, both on the customer side and the distribution side. Conexiom allows us to do just that by automating the order entry process, allowing our people to focus on the tasks that add value to our customers. Order entry is really taken for granted as we all ‘expect’ it to be done accurately and on time. Conexiom provides the efficiency and accuracy that is expected, while eliminating human error.”

Werner Electric Supply knows that Conexiom plays a vital part in making their superb customer service a key differentiator.

With The Conexiom Platform, CSRs can concentrate on things that add value. The end of the day spike of emailed orders is much easier to deal with, as Conexiom’s order-processing time is light-years faster than human capability.





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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