

Rexel Canada Uses Conexiom's Sales Order Automation to Let Their Inside Sales Team Focus on Customer Experience

Overview

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| Industry: | Distribution |
| Market Sector: | Electrical |
| Segment: | Enterprise |
| Solution Used: | Sales Order Automation |
| ERP: | AS400 |

Providing electrical products and services to customers in the commercial, industrial, maintenance and residential sectors, [Rexel Canada Electrical Inc.](#) is the market leader in Canada with over 200 locations. Rexel Canada operates under four banners: [Nedco](#), [Westburne](#), [Rexel Atlantic](#) and [Rexel Utility](#). Each of Rexel Canada's locations works to provide a local business experience to their customers. Rexel Canada operates coast to coast in Canada, so technology has been critical to their success when communicating amongst their various groups.

Automation Outcomes

-  Saved inside sales team thousands of hours to reallocate to improving customer satisfaction
-  Automated sales orders for 600 customers
-  Eliminated errors and rework tied to manual orders



Challenge

The team at Rexel Canada recognized that their order entry process was easily one of the most labor-intensive parts of their business. Rexel Canada's inside sales teams were already extremely busy and were spending a great deal of their time manually entering sales orders which led to a lot of human errors. Rexel Canada believes that providing expertise and building relationships with customers differentiates them from competitors. To support this mission, it was crucial that their inside sales teams shift their focus to spending more time on customer-centric activities.

After running analytics on their various order types, the team realized how impactful these inefficiencies actually were. 70% of Rexel Canada's total business was being keyed in manually. Many of the orders Rexel Canada receives are complex with differing requirements, which required additional time for employees to enter them. With these insights, Rexel Canada began their search for a digital solution to increase productivity. Additionally, Rexel Canada found that technology investment was imperative to close the gap in the labor force amidst high attrition levels and the current labor shortages.

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Conexiom is truly a differentiator between us and our competitors. We lead the Canadian electrical market in digital tools, and we want to stay that way. Conexiom, in addition to the other tools we use, is very key and has become core to what we do here at Rexel Canada.”

ROGER LITTLE, CEO, REXEL CANADA



Solution

With The Conexiom Platform, Rexel Canada now digitally transfers their sales orders without having to retype, check for correct part numbers or fix errors. According to CEO, Roger Little, “Anytime you introduce a human, there’s potential for errors. If systems are talking to systems, there’s very little chance of errors.”

Previously, Rexel Canada’s team experienced downstream issues with invoicing because of the errors with an associated purchase order. A single, innocent error could lead to multiple issues, such as having to ship an incorrect item back and reship the correct one. By automating their order entry, Rexel Canada has seen productivity gains with no errors, which has led to higher customer satisfaction.

Though Rexel Canada’s customers may not be aware that their orders are processed through Conexiom, as they continue to send in their sales orders as they always have, it has made a huge difference for Rexel Canada’s team. Various order intricacies are documented and executed in Conexiom, so they no longer have to worry about remembering customer specificities. For example, Conexiom can correctly identify sales orders with an item description but no part number or addresses that vary from the ship-to address. Business rules, logic and lookups are applied based on the unique customer or vendor identified.

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“I love the fact that we can let computers do tedious tasks so that an individual doesn’t have to. I was on board right away.”

**JAG SINGH, GTA DISTRICT INSIDE SALES
& MULTICHANNEL MANAGER, NEDCO**

To those who are afraid that order automation will replace them or the value they bring to the organization, Little says, “Quite honestly, the value they bring to our organization is their product knowledge. It’s their ability to solve customer problems and serve that customer better than our competitors. Honestly, retyping the order does not bring a lot of value to me. And I don’t think it brings any value to our customer base.”

Rexel Canada sees their partnership with Conexiom as a journey. They first focused on automating their largest customers who ordered most frequently which drove a large, continuously compounding ROI. Next, they plan to focus on the long tail of their customers and will automate orders using Conexiom’s ML offerings.



Business Outcomes

Previously, the Inside Sales team was so busy that they only had time to react to customer issues. Now, they are proactively selling and can follow up on quotes and reach out to customers to share current promotions. Using Conexiom Rexel Canada has, “increased [our] sales effectiveness greatly.” says Little. He continues, “Increased sales equals increased profitability. We financially gain from that, but our customers also feel a shift. When our teams are able to reach out to them, they feel like they are part of our organization and that they are valued by us.” The ability to provide a high level of customer service to customers of all sizes has differentiated Rexel Canada from their competitors.

According to Director of Digital Solutions, Rick Pozniak, “It’s worth it at the end of the day when you have a customer who, let’s say, does 10,000 lines worth of business. We automate that, using a metric of four minutes per line to enter an order, validate the price, confirm delivery, etc. When we can knock that down to almost nothing, from a time perspective, then you multiply it by 10,000 lines, that’s a massive amount of time we can save.” The time saved can then be repurposed to supporting customers.

He continues, “We started out by automating the orders of 20 of our customers, then made jumps to 100 and 250. Now, we’re at 600. I see a monthly report that shows how many man-hours of time we save through order automation. It makes me feel good because we are now in the range of thousands of hours saved that can be reallocated. It has allowed us to do tons of other things that help generate money for the company.”

According to Pozniak, not every innovation Rexel Canada has adopted has this kind of measurable impact. It has been exciting for the team to watch the number of automated orders continue to grow.



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“Our team has no choice but to adopt Conexiom. The industry is changing and evolving. It benefits them as they don’t have to spend their time doing repetitive tasks. They can use their creativity and knowledge to interact with customers. Personally, I find that more rewarding than sitting in front of a computer, typing the same thing repeatedly.”

**RICHARD DOE, DIVISIONAL VENDOR RELATIONS
AND SALES OPERATIONS MANAGER, WESTBURNE**

“Conexiom is a key tool in the toolbox for our multichannel growth. We don’t want to compete on prices. As we invest in automation, that’s us committed to investing back to our customers, making sure we provide the services and expertise they expect. That’s our DNA, making sure the customer gets the best experience. That is what sets us apart and that is where our focus is.”

MATT JACKSON, DIVISION OPERATIONS MANAGER, NEDCO



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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: REXEL



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