




Sonepar Delivers a Best-in-Class Experience for Customers by Repurposing 1,000 Hours Per Month

Overview

Industry:	Distribution
Market Sector:	Electrical
Solution Used:	Sales Order Automation

Family-owned Sonepar USA is a global leader in B2B distribution of electrical, industrial, and safety products, serving construction, industrial, utility, and commercial businesses. They are a member of the Sonepar Group, the world's largest electrical distributor. With representation from 15 locally managed electrical and industrial distributors, they are serving their customers at over 400 locations nationwide.

Automation Outcomes

-  Automating 200,000 lines monthly, saving >1,000 hours
-  Enabling inside sales team to deliver best-in-class service to current customers alongside proactive new customer acquisition
-  Improving order response time and overall order management

Pain Points

In pursuit of a best-in-class experience for customers, Sonepar sought a solution to replace their powerful, but inflexible OCR (optical character recognition) solution for order entry.

They were:

- ▶ Looking to invest in digital solutions and world class logistics to deliver a best-in-class experience for global customers
- ▶ Wasting a significant portion of their inside sales team's days on order entry
- ▶ Previously using in-house proprietary technology that was inflexible and unable to scale
- ▶ Searching for a flexible solution to deliver a scalable, automated solution for order entry

Solution

After completing a pilot with one of their operating companies, Sonepar determined Conexiom was the best partner to solve their business needs and rolled it out as their authorized solution to their 15 other operating companies.

Sonepar:

- ▶ Initiated a pilot of Conexiom's Sales Order Automation with one of Sonepar's operating companies and scaled it across their organizations
- ▶ Moved away from a traditional OCR technology, delivering more value, more flexibility, and more accuracy on order entry — reducing the number of errors and improving the speed of the order entry process
- ▶ Achieved goal of providing efficiencies to local teams, allowing them more time to work with customers



"We hear feedback from our inside sales reps all the time about how much time Conexiom saves them. It's even allowing them to get home a little bit earlier. They need to be selling, not doing data entry. So, this tool has been fabulous for that."

ALISON PRAGER, DIGITAL INTEGRATION & UTILIZATION MANAGER

Achieved Outcomes

Sonepar is eliminating errors and improving the speed of their order processing. They are saving thousands of hours monthly, allowing their inside sales team to focus on value-added activities such as expediting backorders or being technical experts for customers.

They are now:

- ▶ Automating close to 200,000 lines per month, saving over a thousand hours of order entry per month
- ▶ Enabling inside sales team to deliver best-in-class service to current customers with time for proactive new customer acquisition
- ▶ Streamlining internal processes without requiring behavioral changes from customers
- ▶ Utilizing Conexiom's "Rules Based Order Processing" to automatically send orders from specified domains to the portal for processing and then into their ERP system
- ▶ Eliminating errors inherent in manual order entry
- ▶ Empowering the inside sales team to focus on providing value to customers by expediting back orders, being technical experts, searching for specific parts, etc.
- ▶ Improving order response time and overall order management



"We determined that Conexiom was the best partner to solve our business needs. In moving away from a traditional OCR technology, Conexiom delivered more value, more flexibility, and more accuracy on order entry, reducing the number of errors and improving the speed of order processing."

RYAN SASSCER, DIRECTOR OF ECOMMERCE AND DIGITALIZATION