

# Electri-Flex

An IDEA Exchange Case Study



**electri-flex**

**idea** 

## Introduction

Electri-Flex is a global Leader in flexible electrical conduit. For more that 65 years, the company has led the industry in the design and manufacturing of nearly 50 flexible electrical conduits. Electri-Flex products are globally distributed with market leaders in the electrical industry.

## Challenge

The Electri-Flex team found their legacy process to receive orders from customers—which included a lot of manual work—was causing efficiency and customer service problems. Many paper documents were exchanged with their customers, which increased the opportunity for errors. Customers requested that Electri-Flex digitally automate its ordering processes.

### **Electri-Flex's manual order entry system presented these challenges:**

- Too many manual touch points within order entry, slowing down the process
- Order entry errors and archiving issues
- Limited resources to focus on added-value customer service activities
- Difficulty tracking and tracing sales orders from receipt to system entry
- Time-consuming order entry with key stroke errors

## Solution

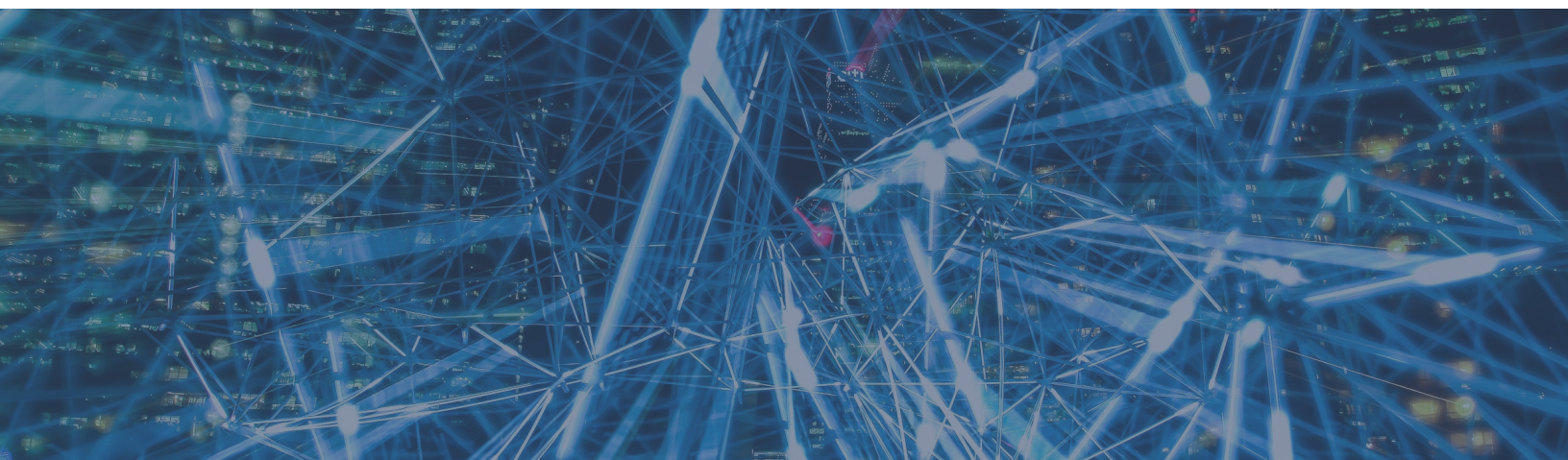
Electri-Flex decided to upgrade its internal systems to exchange Electronic Document Interchange (EDI) documents. This would enable the company to increase productivity and support its commitment to providing outstanding service to their customers.

Electri-Flex selected IDEA Exchange as its EDI provider because it could help them automate their manual ordering processes, including providing mapping solutions to exchange EDI with their manufacturers' reps.

"We partnered with IDEA Exchange because it provided the B2B EDI solution that enabled our company to securely exchange B2B documents electronically with our trading partners. This replaced our paper-based processes and streamlined our order management, while also reducing costly errors," said Dan Stephenson, IT manager at Electri-Flex.

Although automating the ordering process is a critical function, the transition was easy for the Electri-Flex team as they were already doing a type of EDI with some customers and manufacturer's representatives.

"The knowledge of the IDEA staff was a great asset to us when it came to explaining our needs, especially when it came to receiving PO's from our representatives," said Stephenson. "With their help and some programming changes on our end, we were able to become one of the few manufacturers able to electronically receive these purchase orders."





# Results

By automating order processing with IDEA Exchange, Electri-Flex has one standardized tool for all customer orders. Electri-Flex has successfully migrated many trading partners to EDI through IDEA Exchange. This has resulted in many business benefits.

## Increased Efficiency with Existing Trading Partners

Electri-Flex is now digitally exchanging thousands of critical business documents with customers, manufacturer's representatives, and suppliers. By automating its ordering process, the company's sales teams can spend more time selling instead of wasting time on administrative hassles.

"We needed a solution that could handle our volume and ensure that each customer and supplier relationship was not only maintained, but improved throughout this process," said Brock Klein, National Sales Manager for Electri-Flex. "IDEA Exchange was the right fit for us."

## Faster Order Entry Time

"As a result of implementing IDEA Exchange, we have significantly reduced our touch points," said Stephenson. "Staff members don't have to handle paper orders multiple times or manually archive orders. This gives us the ability to spend more time enhancing the customer relationship as well as increasing speed and minimizing errors."

## Improved Customer Satisfaction

Reduced order entry errors have helped Electri-Flex's business overall. Now the company has fewer customer complaints, returns, payment disputes, and less costs associated with customer queries and credit notes.

## Enhanced Visibility and Retrieval

The digital workflow also brings Electri-Flex enhanced visibility during the order life cycle. Not only does this provide helpful metrics to decision makers, but it also enables improved tracking, tracing and escalation of orders.

"IDEA Exchange has allowed us to seamlessly work with our trading partners and provide the level of service they expect from Electri-Flex," said Klein.