Web Customer Service Center Helps North Coast Electric Reel In Sales

Rick Bumpus, Vice President of Operations North Coast Electric

From its home waters in Bellevue, Washington, North Coast Electric Company is gradually introducing a basket of e-commerce services to customers located across the Northwest and Alaska. The well-seasoned company, founded in 1913, has 27 branches to prepare for the transition. North Coast is a launch and design customer of Array's web order entry module, part of Trade Service System's new Web Customer Service Center. Using internet technology, North Coast wants to enhance customer service while retaining the personal touch that is characteristic of the company.

E-Services Net Customer Satisfaction

Many electrical consumers have embraced web order entry as a way to conduct daily business. For some it is essential.

"We love the fact that it enables our customers to access our data directly, because there are some customers who only like to talk with one account representative, says Rick Bumpus, Vice President of Operations at North Coast Electric. "And if they can't get hold of that person on the inside sales desk, they're disappointed. By giving them the option of accessing data directly—checking stock and prices, entering their own orders, storing quotes, reviewing backorders—there are some things they can do for themselves while waiting for that person to become available."

The Web Customer Service Center offers a complete line of internet-related services, including the publishing, maintenance, and hosting of attention-grabbing web sites for electrical suppliers. Web order entry allows online shopping and product ordering. Trade Service Systems can provide the hardware, networking, and installation services necessary to connect an Array server and local area network to the Internet. In addition to UNIX-based systems, the company offers Array SQL. Array SQL is the choice for customers seeking true client/server architecture built around an extended relational database management system. It provides full support of Microsoft's leading toolsets.

Fish or Cut Bait

Web order entry is just one lure attracting suppliers to the world of electronic commerce. Trade Service Systems has also implemented Electronic Data Interchange, allowing the automatic forwarding of purchase orders to vendors, and confirmations to customers, once an order has been received. Another breakthrough is Vendor Managed Inventory (VMI), used by vendors to automatically replenish an electrical supplier's stock based on electronic information. According to Bumpus, "If you're not addressing e-commerce as a distributor, you're going to be left behind by some choice customers. And the rest will follow later."

"One of our corporate objectives is to continue to find ways to lower our cost of doing business," says Rick Bumpus. "All businesses need to be doing that. And we've established some internal benchmarks and priorities in that regard. We feel like electronic commerce is going to be a major driver enabling us to accomplish them."

Array is a total information technology solution for the wholesale distribution industry from Trade Service Systems. With over 30 years of distribution and IT experience, Trade Service Systems helps you take your business from the Warehouse to the Web. Trade Service Systems' solutions allow you to professionally manage every aspect of your business by tracking and managing costs, putting in place a strategic pricing plan, taking control of your inventory and calculating the value of your customers. Turn your business data into valuable information and make informed, strategic management decisions that resulting in a better bottom line. In addition to the best software solution for distributors, TSS offers an ongoing partnership to help distributors grow, compete and succeed. Contact TSS to discuss a solution that's right for your business.

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