

# DELIVERING EXCEPTIONAL CUSTOMER SERVICE ON THE SHOWROOM FLOOR



*"Inform has helped us quite a bit. It's like having an extra employee that always shows up, always knows what to do, and really just helps us to make our customers happy."*

~ Frank Capasso, President

## CLIENT SUCCESS STORY

*Located in Ansonia, Connecticut, Valley Electric Supply Company started in 1963 when an electrician had the idea that having an electrical supply store was a lot warmer than wiring new buildings without heat in the middle of January. Back in those days, Valley Electric supplied all things electrical to electricians, factories, and proud new homeowners. A small lighting department was later added to serve the needs of new homeowners. This was the beginning of one of the largest lighting showrooms in CT.*

### Company Facts:

- HQ Location: Ansonia, CT
- Industry: Lighting & Electrical
- Previous Provider: Prophet 21
- Website: valleyhomelighting.com

### Features Highlighted:

- CRM
- Strategic Pricing
- InformMobile

### Benefits Gained:

- Exceptional Customer Support
- Deep Business Insight
- Fast Showroom Service

Between their electrical supply store and their showroom, Valley Lighting occupies over 35,000 square feet of space filled with the latest in lighting, home accents, and everything electrical. "When it comes to lighting, a customer wants to see in-person the ambiance of the light, the different brightness and dim levels, the quality and color of the metal structure surrounding it, and so on", says Frank Capasso, President of Valley Lighting. "Having a showroom with a huge selection of products is something customers really appreciate, and we are thrilled to offer a place where people can come see, touch, and feel our products first-hand."

### Advanced Business Insight

Having software that provided quick and detailed information about each aspect of his business was a driving factor in the search for a new distribution software company for Valley Lighting. "Having software that gives us deep insight into all aspects of our product is imperative. When you look up a product in the Inform ERP Software system, you instantly see anything and everything you want or need to see. It's all right there, without having to dig for it. On one screen you can see if there is an order for a specific product, and you can see which customers are waiting for their order", says Frank. "You can see if the product is staged in the warehouse. You can see when you've last sold that product and at what price. All the transactions on the product and how the price has changed over the last couple of years are easily accessible, and that's something we never had with our previous software. I would have to go to a million different places in the software to build a story about a product before switching to Inform."

## Exceptional Customer Service

Having the right information at the right time strengthens customer relationships, incites loyalty, and allows your team to provide superior service over competitors. Inform's CRM puts detailed contact information at your fingertips, enabling teams to easily act on sales opportunities, which was extremely important to Valley Lighting as they pride themselves on being a warm, inviting, family-style business; offering the best service, value, and advice to its customers. "As important as product insight is to our business, customer service is just as important. Many times customers come into the store like, Hi...I bought this light. I don't know when probably four or five years ago, and I need to be able to get a new glass for it. I broke the glass. In most cases, I don't need to know anything more than the customer's name. I could simply input their name into Inform, go to the order history screen, filter and sort their sales history, and instantly find what that product was the customer bought years ago. Customers are completely amazed at the level of service we're able to provide."

Customer communication is a key factor in providing exceptional service, and Valley Lighting utilizes every aspect of customer reach that Inform CRM provides. "Inform lets them keep tabs on what's going on with customer orders and inventory, allowing my sales team to be proactive and provide personalized status updates. They could proactively call a customer and say, 'Hey there, unfortunately, this item is not going to be here for another three weeks. Do you want to cancel it? Do you want me to help find you something else?' Customers are very appreciative of this level of support."

## Customer Service on the Showroom Floor

Having mobile sales tools on the showroom floor allows for a streamlined sales process thanks to fast and intuitive barcode scanning functionality. "With InformMobile, our team can walk the showroom floor with a customer and simply build proposals and sales orders by scanning barcoded product and bin labels using a smartphone or tablet," says Frank. InformMobile allows you to effortlessly scan barcodes and labels or input a keyword or item number directly from your smartphone or tablet, then add items to a cart or predefined lists in minutes. "Because the mobile sales tools seamlessly integrate with Inform ERP, our team has instant access to real-time inventory levels and customer-specific pricing. I've had a few customers comment on how it's nice to have the salesperson NOT disappear during the process running back and forth to get product

info, check stock, etc. Now, I can scan the ticket, build the order, AND write up the sale, all from one device. It's game-changing."

## Flexible Pricing Levers

For a lighting showroom distributor, pricing is by far the most powerful lever for increasing profits. Inform ERP delivers multi-dimensional price flexibility, allowing your sales force to be more efficient and effective by tailoring pricing to each customer and situation. This feature is particularly important to Valley Lighting, as they maintain various levels of pricing based on a range of matrices.

"One of the strongest features of the Inform system is the pricing", says Frank. "Having the ability to price an item any way we want is extremely valuable, and I've never found a limitation to it or an adjustment I couldn't make. So if you're somebody who really wants flexible pricing, Inform will do that for you. No questions asked. I've looked at lots of systems and they can't do anything close to what Inform can do." With Inform's pricing feature, Valley Lighting is able to easily set up unlimited scenarios to maximize profitability and support customer-specific pricing and promotions. In addition, they can quickly and easily import hundreds of products, update list prices and costs, and recalculate selling prices using Inform's multi-tiered price matrix.

Transitioning to DDI System's Inform ERP has not only allowed Frank and his team at Valley Lighting to gain better control over pricing and overall operations, but it's allowed them to take their customer service efforts to a whole new level. "Inform has helped us quite a bit. It's like having an extra employee that always shows up, always knows what to do, and really just helps us to make our customers happy."

*"With Inform's mobile sales tools, our team can walk the showroom floor with a customer and simply build proposals and sales orders by scanning barcoded product and bin labels using a smartphone or tablet."*

~ Frank Capasso, President

