Enhancing Customer Experience in a Changing Market

Company Facts

▶ Location: Tucker, GA
▶ Industry: Electrical Distribution
▶ Website: www.atlantalightbulbs.com

Success Highlights

Challenge
▶ Help an Atlanta-based electrical distributor improve automation and increase efficiencies to enhance customer experience and meet changing market demands

Solution
▶ Epicor® Prophet 21®

Benefits
▶ Automated internal processes helping employees to better serve customers
▶ Gained ability to process and ship orders in a more timely fashion
▶ Staff can access real-time and accurate data

Since incorporation in 1981, Atlanta Light Bulbs has been supplying light bulbs, ballasts, and light fixtures to commercial and industrial customers in the Atlanta metropolitan area. In the early 1980s, company founder Gary Root paid close attention to customers' needs and was able to capture market share by putting customers first. By 2015, Atlanta Light Bulbs started a new division called ALB Energy Solutions, which focuses on solution-driven products.

"Our company is unique because we strive for excellence," said Doug Root, president and chief executive officer for Atlanta Light Bulbs. "At the end of the day, we want operational greatness in all things. We don't take anything for granted and we make sure everything is running at 100 percent, and if it's not, we're quick to fix it."

According to Root, "We chose the Epicor Prophet 21 solution because we knew that we could use the system right out of the box. We're a small business, so we don't have ten people to implement a system here. We had two people that had to run the daily business and make sure our customers were happy. We were able to do that over a weekend, and that Monday we went live and we were good to go."

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Improving customer experience and cost savings

According to Jessica Mendoza, general manager, the automation provided by the Epicor Prophet 21 solution has enhanced the customer experience at Atlanta Light Bulbs. "Epicor has gone a long way into helping us deliver that next level of customer service and give that ultimate customer experience. It's actually one of the things that we pride ourselves on."

"Since implementing Prophet 21, we have really been able to increase and grow the customer service and experience area that we have," she continued. "Through the technology that's been offered, we've been able to give real-time order status to customers, fill backorders, offer alternate items to them, as well as being able to use task management to follow up on certain areas and system alerts to notify us of key situations that require additional attention."

Mendoza further observes that cost savings are very high with the Prophet 21 system. "We've been able to really automate things with Epicor, so cost-savings-wise, we are able to relocate an individual that may have been doing a lot of manual labor to get a process completed to different areas where it has actually led to growth," she said. "One of the most notable examples is shipping confirmation, which used to take a long time. We'd have huge stacks that would go over to our accounts receivable clerk and she would manually have to confirm everything. Now it's the click of a button, a scan of a ticket, and it's done."

Streamlining internal processes to accommodate ongoing growth

Implementing the Prophet 21 solution has been a big part of Atlanta Light Bulbs' growth strategy. "Our growth strategy really entails using technology to win. For us, being a small company, we have to use our resources to the max. With Prophet 21, we can now open up our customer database, use the CRM module, and be able to really drive growth by expanding on our customer relationships and making sure we're giving the finest customer service, because that's what we think drives growth in our business," stated Root.

Mendoza added, "Since we've implemented Prophet 21, we have actually seen a great deal of growth. We were able to integrate different options, eCommerce channels, and other third-party integration that we did not do before. It has really just improved our efficiency, and I think growth comes in a lot of different ways—it's the efficiency of your people, the productivity, the output, the actual sales, as well as our customer growth, and being able to easily implement new products that we can offer as a drop ship and not necessarily stock here."

"I know that with the changing landscape that is happening all around us in our lighting industry and in the world of how our clients want to do business, that Epicor will be by our side, now and in the future, and we're excited about the future. We can't wait to see what comes next from Epicor," concluded Root.

About Epicor

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software that is designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers' unique business processes and operational requirements is built into every solution—in the cloud or on premises. With a deep understanding of your industry, Epicor solutions spur growth while managing complexity. The result is powerful solutions that free your resources so you can grow your business. For more information, connect with Epicor or visit www.epicor.com.

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