



## Epicor Success Story

# Hodges Supply

### Company Facts

- ▶ Location: Michigan
- ▶ Industry: Plumbing
- ▶ Number of Employees: 25

### Success Highlights

#### Challenges

- ▶ Help a plumbing wholesaler simplify, streamline, and improve daily tasks, including quoting, order processing, and customer service

#### Solution

- ▶ Epicor® Prophet 21®

#### Benefits

- ▶ Streamlined quoting and order processing
- ▶ Time saved
- ▶ Improved customer service



Like most plumbing wholesalers, Hodges Supply employees issue dozens of quotes per day. "With the competitive nature of the business, everyone calls at least three or four vendors before they order anything," says Greg Brown, vice president of Hodges Supply.

"In the past, we hand-wrote each quote and priced every item manually," recalls Brown. "Then, when someone placed an order, we entered it into our system. Orders with three or four line items only took a few minutes to price, quote, and key in, but since we supply the guys who need 100 toilets, 100 sinks, and tons of other fixtures and components for office buildings and schools, most of the time it took hours."

Investing in Epicor® Prophet 21, an enterprise software solution that includes key functionality for plumbing wholesalers, transformed the way the Michigan-based company handles quoting and order processing, saving employees hundreds of hours each month.

"Thanks to Prophet 21's quick item lookup capabilities, comprehensive pricing functionality, and one-stroke quote-to-order feature, sales that once took entire mornings to process now take minutes," says Brown. "It's made a huge difference in the amount of paperwork my people have to manage. And now, they can focus on selling instead of data entry."



## Fielding Phone Calls

Many Hodges Supply customers are small business owners. "These guys spend all day on jobs and keep item information on kitchen tables or in home computers," he says. As a result, Hodges Supply employees often field phone calls from job sites—from people who have scant information about what they want.

Because Prophet 21 offers extensive order histories that catalog every item a customer purchases, customers do not have to remember item numbers or have an invoice on hand to make an order. "It makes ordering a lot easier—and a lot less intimidating—for our customers," Brown says. "We check their account information when they call to request the same tub they always ask for. When we see that they've ordered 80 porcelain tubs, we know exactly what they want."

It makes life a lot easier for Hodges Supply customer service representatives, too: "They don't have to look at umpteen invoices twelve times a day," Brown laughs.

## Capitalizing on Information

Several Hodges Supply sales representatives have many years of experience, and know that every sink they sell needs fixtures and

a drain. "Unfortunately, it takes new employees a few months—and a few missed sales opportunities and dissatisfied customers—to learn the same lesson," Brown says.

This is exactly why plumbing distributors benefit from Prophet 21 and its ability to suggest go-together and accessory items. Prophet 21 automatically suggests products that go with items on a customer's order, increasing sales and improving customer satisfaction by ensuring they get what they need during the first phone call. Plus, it saves time, since service representatives do not have to flip through catalogs to find accessory items. "It's perfect for inexperienced sales staff," Brown says.

Overall, Brown says that he would definitely recommend Prophet 21 to another plumbing wholesaler—especially one with veteran employees who might not feel completely comfortable with technology. "Before we went live, I had people who didn't know how to turn a computer on," he remembers. "Now, they're entering orders and checking stock with ease. Prophet 21 works really well for us."

## 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, hosted, 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](http://www.epicor.com).



Contact us for more information on Epicor Products and Services

+1.800.776.7438 info@epicor.com www.epicor.com

**Corporate Office**  
804 Las Cimas Parkway  
Austin, TX 78746  
USA  
Toll Free: +1.888.448.2636  
Direct: +1.512.328.2300  
Fax: +1.512.278.5590

**Latin America and Caribbean**  
Blvd. Antonio L. Rodriguez #1882 Int. 104  
Plaza Central, Col. Santa Maria  
Monterrey, Nuevo Leon, CP 64650  
Mexico  
Phone: +52.81.1551.7100  
Fax: +52.81.1551.7117

**Europe, Middle East and Africa**  
No. 1 The Arena  
Downshire Way  
Bracknell, Berkshire RG12 1PU  
United Kingdom  
Phone: +44.1344.468468  
Fax: +44.1344.468010

**Asia**  
238A Thomson Road #23-06  
Novena Square Tower A  
Singapore 307684  
Singapore  
Phone: +65.6333.8121  
Fax: +65.6333.8131

**Australia and New Zealand**  
Suite 2 Level 8,  
100 Pacific Highway  
North Sydney, NSW 2060  
Australia  
Phone: +61.2.9927.6200  
Fax: +61.2.9927.6298

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