

WESCO:



Delivering Innovative Distribution and Extra Effort Services

WESCO Distribution helps customers lower supply chain costs and raise the efficiency for its entire operations

With eight fully automated distribution centers and a global network, WESCO knew that adding ebusiness functionality was a critical requirement for delivering integrated supply services to multi-location businesses and multi-national corporations.

HOW TO MEET THE NEEDS OF THE UNSEEN CUSTOMER

As a results-driven organization that cherishes customer relationships, WESCO gladly embarked on delivering 24/7 online procurement services to its customers. While this decision proved to be highly cost-effective, WESCO was challenged on how to best service customers with web ordering issues.

Call center analysts conducted lengthy interviews with customers probing for technical details. After these interviews were completed the issue was passed to a team of developers who spent hours trying to reproduce the issue or deduce the problem from back office system information. Yet even after completing this extensive process, WESCO could still not see what its customers were really doing.

A BETTER APPROACH

WESCO turned to Tealeaf for a customer experience management solution that allowed call center analysts to help customers in real time while optimizing web development team resources. By easily capturing and recording customer online transactions, analysts were able to escalate problems quickly to a developer. Because few developer resources were required, web development was able to focus on strategic initiatives that bring better value and improved service to WESCO customers instead of troubleshooting ordering issues.

CUSTOMER PROFILE



WESCO Distribution is a leading distributor of electrical construction products and electrical and industrial maintenance, repair and operating (MRO) supplies, and is the nation's largest provider of integrated supply services. Headquartered in Pittsburgh, Pennsylvania, the company employs over 6,000 people, maintains relationships with 24,000 suppliers, and serves more than 100,000 customers worldwide.

RETURN ON INVESTMENT

- > Call center analysts often resolve problems within 30 minutes of identification.
- > A single person can achieve resolution instead of requiring resources from four different functional teams.
- > Web developers now focus their efforts on strategic business initiatives instead of problem reproduction.

ISSUE NO. 1—WEB SITE IS SLOW

Problem

A customer complains of slow web page load times.

Solution

With Tealeaf, WESCO was able to compare page load times with network delivery times. Using this information, WESCO discovered that the issue was not a result of its web site but related to the customer's Internet Service Provider.

Benefit

WESCO was able to supply the customer with valuable data to take back to his Internet Service Provider. As an added benefit, WESCO was also able to identify a page on its site that loaded slowly for all customers and proactively respond before the issue caused a serious problem.



Tealeaf has saved us so much time in problem reproduction, there's no way I could estimate a feasible return on investment. It's a "must have" for my team.

Kevin Black | Lead Developer, WESCO Distribution

ISSUE NO. 2—MYSTERY CART ITEMS

Problem

A WESCO customer called to complain about mystery items appearing in his ecommerce cart. Prior to installing Tealeaf, these problems were particularly difficult for analysts to manage. Resolution often required requesting a co-browsing session or the customer's credentials.

Solution

By viewing the replay of the customer's session, the call center analyst was able to spot a user entry error that was processing erroneous items into the ecommerce cart. In less than 30 minutes, the WESCO analyst was able to achieve resolution, retain the sale, and help the customer towards a better experience.

Benefit

WESCO analysts are able to replay customer ecommerce sessions without invasive processes. Additionally, sensitive information can be blocked or destroyed from session replays to ensure customer privacy.

INTRINSIC BENEFITS

Matching Online Customer Experience To System Performance

As with many companies, WESCO monitors system performance to ensure uptime and availability. Yet web developers often receive email alerts from the system performance software regarding web site errors that are irreproducible. With Tealeaf they can easily match system alerts to specific problems and make site improvements before they impact customers.

Needle In A Haystack

A recent system email alert indicated a search page problem on the WESCO web site. From the alert there was no way to determine how many of its 30,000 products in the catalog were being impacted. Before Tealeaf, web developers would have to reproduce the error manually, impacting development projects and driving up costs. Using Tealeaf, WESCO immediately narrowed down the problem to a single product in its catalog.

Innovative And Extra Effort Service

In the WESCO business-to-business model, users will not necessarily switch away due to poor customer experience issues. Instead, they may choose to abandon transactions or even stop using the site altogether in favor of more costly distribution channels, such as calling a representative or customer service. By actively adopting Tealeaf's industry-leading customer management experience solution, WESCO's web site delivery will mirror the company's stated corporate ideal of "innovative and extra effort services."

ABOUT TEALEAF

Tealeaf provides online customer experience management solutions and is the unchallenged leader in customer behavior analysis. Tealeaf's CEM solutions include both a customer behavior analysis suite and customer service optimization suite. For organizations that are making customer experience a top priority, these solutions provide unprecedented enterprise-wide visibility into every visitor's unique online interactions for ongoing analysis and web site optimization. Online executive stakeholders from ebusiness and IT to customer service and compliance are leveraging Tealeaf to build a customer experience management competency across the organization. Founded in 1999, Tealeaf is headquartered in San Francisco, California, and is privately held. For more information, visit www.tealeaf.com.