1000Bulbs Enhances Customer Experience with SYSPRO

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- Kim Pedersen, CEO, 1000bulbs.com

◼ The Company

1000Bulbs.com, known formally as Service Lighting and Electrical Supplies, stocks and sells more than 12,000 electrical bulbs and products to consumers, universities, major organizations and companies such as NASA and Boeing.

CEO Kim Pedersen, who is also the founder of the company, oversees an award-winning business of more than 100 employees. An Internet-based enterprise, the company offers everything from simple household light bulbs to cutting-edge specialty lighting systems. Nationally recognized for growth, innovation and customer satisfaction, 1000Bulbs.com is an influential force in the lighting industry.

Today, 1000Bulbs.com enjoys annual sales of eight figures along with double-digit sales growth. It has been recognized among Inc.

At a glance

Company
1000bulbs.com

Industry sector
Electrical Supplies
- Retail and Wholesale Suppliers
- Distribution

The challenge
- 1000Bulbs needed to facilitate growth, control transactions and enhance customer service

Solution & services
- SYSPRO Financials
- Material Requirements Planning
- StarShip + ADE Interface
- Forecasting
- Office Automation
- e.Net Manager
- Document Flow Manager
- SQL Manager

The benefits
- Enhanced customer service
- Automated web-based order processing
- Highly efficient troubleshooting
- Proactive reporting

(continued)

Magazine's Top 5000 Private Companies, the SMU Cox School of Business Top 100, and through a host of other awards. In addition, Kim Pedersen was recognized in June 2010 as Entrepreneur of the Year by Ernst and Young.

"The quest for the ultimate customer experience goes on every day at our Garland, Texas headquarters," says Pedersen.

The company's detailed website, the primary source of orders, equates to a 'library on lighting…' which relates every detail about every product, giving customers access to specs and other information pertinent to decision making. If further information is required, the company maintains a full-time staff which readily responds to customers calling via its 800 line.

■ The Challenge
Several years ago, the company identified a need to facilitate growth, control transactions and enhance customer service.

■ The Solution
1000Bulbs selected SYSPRO ERP to address these challenges.

"We have so many transactions, that without SYSPRO we could never complete and ship that many orders out the door. SYSPRO allows us to manage the back order process and everything else that goes into an order," Pedersen says.

He reports that the company's use of SYSPRO has precipitated growth via automated web-based order processing and highly efficient troubleshooting procedures.

■ The Result
Web-based customer orders are downloaded into SYSPRO every 20 or 30 minutes with the applicable allocation logic following. Order status is determined based on customer preferences. This is followed by information such as whether the product is in stock, if the customer's credit is approved

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and other pertinent order details. If the part number is problematic, the order is put into a suspense file, and a sales representative contacts the customer for clarification and verification that the customer has ordered the correct part.

Pedersen notes that SYSPRO enables 1000Bulbs to issue a list of proactive reports that pulls data out of SYSPRO on potential issues. The reports range from a list of back orders, to bad addresses and credit card issues. Customer service groups attempt to proactively solve the problems in a way which is transparent to the customer. "If they can't, then they will contact the customer and provide options," he says.