JARRETT®
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OMNICABLE

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Andrew Thomas, Logistics Integration Manager at OmniCable

OMNICABLE CASE STUDY

OMNICABLE INCREASED SALES BY BEING FASTER THAN THE COMPETITION

VALUE DELIVERED:

- **SALES TEAM GAINS COMPETITIVE EDGE OVER COMPETITION WITH DECREASED QUOTING TIMES AND BOOSTED ACCURACY**
- **OMNICABLE INCREASES 86% CAPTURE RATE OF UPFRONT ACCESSORIALS WITHIN THE FIRST YEAR OF INTEGRATION OF JARRETT QUOTE API**

CUSTOMER

OmniCable is a premier redistributor of wire and electrical products with 19 locations across North America. Established in 1977, the company is a trusted source for distributors to receive products from the top manufacturers in the industry.

THE CHALLENGE

In 2021, OmniCable was experiencing challenges with their quoting process, which resulted in inconsistent accuracy for the sales team. Accessorials weren't part of the quoting process, which led to quotes that weren't fully accurate. They lacked the ability to provide their customers with consistently accurate quotes, which affected their business relationships and the team's ability to make sales. Their quoting process was also slow and inefficient which gave their competitors an advantage when engaging with potential clients.

These issues were prevalent across all 19 of their sites, and OmniCable knew they had to undergo a company-wide transition to maintain a universal process for the sales team. Recognizing these challenges and the effect it had on their business, OmniCable approached Jarrett to find a solution.

SOLUTION

OmniCable aimed to enhance its quoting process and collaborated with Jarrett to implement the Jarrett Quote Application Programming Interface (API). Within a year, this partnership resulted in an 86% improvement in the capture rate of upfront accessorials. This significant enhancement empowered their account managers to make informed decisions, strengthen cost control and increase profit margins.
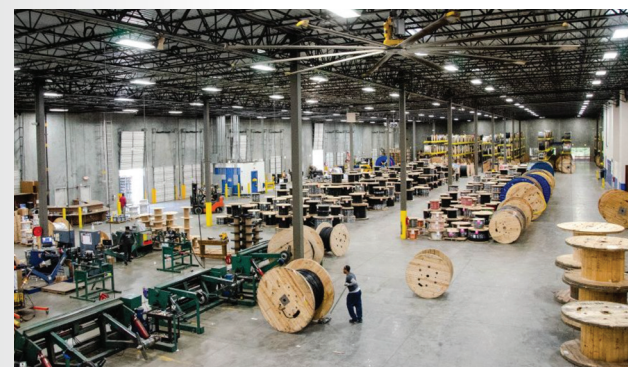
Quote Efficiency

"We've seen a decrease in time to quote which allows our sales team to get the information to the customer quicker–before our competitors," said Andrew Thomas, Logistics Integration Manager at OmniCable.

Companywide Integration

Jarrett was able to integrate the automated function through Jarrett's jShip technology in each of OmniCable's different locations, providing a seamless transfer between systems that boosted efficiency without disrupting daily operations.

Measuring The Results

By leveraging the automated integration for quoting, OmniCable quickly provided accurate estimates ahead of competitors, driving faster responses, increased sales, improved efficiency and heightened customer satisfaction.