



**McNAUGHTON-McKAY**  
ELECTRIC COMPANY

# Improving Customer Satisfaction and Loyalty Using WPCRM

McNaughton-McKay

McNaughton-McKay has been a leading nationwide distributor of electrical supplies for over 100 years. After struggling for user adoption with their prior CRM, Salesforce.com, the company migrated to the WPCRM platform. The decision enabled Account Managers to reconnect with their customer bases and empower them to discover new areas of business from the company's ERP data.

## About WPCRM

WPCRM is a new generation of CRM- designed by salespeople for salespeople. The application is highly intuitive, user-friendly, and fully integrated into distributors' backend ERP systems. The tool reaches far beyond traditional CRM, to areas such as Quoting, Mobile Order Entry, Business Intelligence (BI), Artificial Intelligence (AI), and Predictive Analytics. WPCRM, WebPresented's Sales Enablement tool, helps organizations and individuals create value using smart technology solutions that marry with business processes.

## WebPresented

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**Action Items**

**Vendor Contracts - SPA Expiring**

- KITCHEN SUPPLIES LLC 6/29  
BANDIT BROWN COMPANY - Contract #1123121

**Vendor Contracts - SPA Recommended**

- LIGHTING SUPPLIER #1  
MOVED TO VENDOR # - 12 mo. sales.
- LIGHTING SUPPLIER #2  
MOVED TO VENDOR # - 12 mo. sales.
- LIGHTING SUPPLIER #3  
MOVED TO VENDOR # - 12 mo. sales.
- LIGHTING SUPPLIER #4  
MOVED TO VENDOR # - 12 mo. sales.

**CUSTOMER SUMMARY KITCHEN SUPPLIES LLC**

Customer No	Customer Name	Vendor No	Vendor Name	Price Type
4567	KITCHEN SUPPLIES LLC	76	BANDIT BROWN COMPANY	RVB7
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## Business Challenge

McNaughton-McKay's business makes significant use of vendor Special Pricing Authorizations (SPA) to support a competitive pricing strategy within their respective geographic markets. Each vendor SPA for a specific end-customer has a unique annual expiration date. The timely negotiation and renewal of the annual SPA is critical to maintain competitive.

## The Solution

With WPCRM's easy-to-use workflows, WPCRM provides notifications to the account manager of pending SPA expiration dates starting 90 days prior to the expiration date. This notification to the account manager, combined with WPCRM sales analytics, allow the account manager and vendor to review the customer sales history and collaborate on the development the new SPA for the next 12 month period.

## Results

McNaughton-McKay's implementation of WPCRM was universally considered a success among its five regional Sales Management teams. The new SPA management workflow resulted in a more effective SPA renewal process that included a higher level of customer satisfaction. Endorsed by account managers and sales managers, McNaughton-McKay continues to find ways to improve customer satisfaction and operating efficiencies with WPCRM.

“ By using WPCRM's Analytics and automated notifications, our sales teams are now much more informed and feel empowered. We are finding opportunities to make our account managers more efficient which allows them to increase sales.

Jamie Wilkinson  
Corporate Director