

CASE STUDY:

Rumsey Electric Company

Conshohocken, PA

For more than a century Rumsey Electric Company has been a dynamic partner with business and industry in the Tri-State area by providing state-of-the-art electrical products and services. Through nine locations in Delaware, Pennsylvania and New Jersey Rumsey specializes in automation products and systems, construction and MRO supplies, lighting, substation and switchgear equipment, and public utility products.

As Rumsey's customers' operations have grown they have kept their commitment to not just meet customer's expectations but to exceed them. And to accomplish that, Rumsey offers a powerful customer service package: knowledgeable and accessible staff, an unparalleled delivery system and an innovative partnership with its own vendors and suppliers.

THE SITUATION

Excellent communications with both customers and vendors has been at the core of Rumsey's success. With a Vendor Managed Inventory system (VMI) in place Rumsey has redefined "partnership." At 3pm each day vendors review Rumsey's inventory electronically and are given a blank purchase order to re-stock based on Rumsey's usage and in combination with the vendor's own manufacturing schedule. The result: an always up-to-date inventory, with no surprises.

However, with the speed of business accelerating exponentially Rumsey turned to ETA to help maintain its commitment to highly specialized customer service.

THE BUSINESS CHALLENGE

As the business continued to grow Rumsey needed a more efficient and effective communications system that provided customers immediate access to the right Rumsey expert no matter the location. "Our customers need information now, not later or tomorrow," says Jeff Shisler, Rumsey's VP, Information Technology. "In our business there is no return phone call opportunity...we either meet the customer's need now or we lose the opportunity. We needed ETA to help take Rumsey to the next level of customer service."

THE ETA SOLUTION

Having met with the leadership team to understand their challenges, ETA quickly knew what to do. They began by energizing the Wide Area Network (WAN) to support real-time voice and video applications that could be shared company wide. They upgraded Rumsey's WAN infrastructure and network with a VoIP solution that among other features provided them with an Intelligent Call Distribution so the system could find the best available resource. Then, they addressed the challenge of ensuring nine sites functioned as one enterprise that was easily accessible to each customer and each Rumsey employee.

Another critical issue that needed to be addressed was how to deal with a scenario where the carrier providing service had an outage and the lines went down. The solution that ETA's engineers implemented was an Automatic Failover on the Voice PRI's so that even in an outage scenario, customers would seamlessly flow to emergency alternate routes and Rumsey would never miss a call.

Today, Rumsey has a totally integrated system with the phones and computers networked together. The result as Jeff Shisler says is "a seamless delivery of specialized customer service that decreased costs and delivered technology adaptations that have enhanced our ability to grow our business."

WHY ETA

ETA is dedicated to bringing to its clients powerful options so that their businesses run at optimal speed and efficiency. Jeff Shisler commented, "Rumsey chose ETA not just because of their technical expertise but because they value our relationship. Their work ethic is second to none. When we had a meltdown of one our division's voicemail system during a Fourth of July holiday, they responded and were at our site in 30 minutes. The whole system was back up and running within 3 hours. That's what I call a partner."