

“The Xora deployment has been an absolute success story for Graybar. We’ve significantly cut overtime, saved on administrative costs and reduced data errors. More importantly, customers are clearly more satisfied with the service they are receiving from us. The value Xora provides far outweighs its cost.”

— Dennis Grousosky  
Vice President of Service & Administration  
Graybar

## At-A-Glance

- ▶ Improved customer service with real-time delivery tracking and documentation
- ▶ JobPix™ feature provides electronic proof-of-delivery, saving administrative costs and reducing DSO for customer invoices
- ▶ Overtime hours reduced by GPS functionality

## Background

With more than \$5.2 billion in revenue (2007) and approximately 8,500 employees, Graybar is a leader in the distribution of high quality electrical, telecommunications and networking products, and an expert provider of related supply chain management and logistics services. Established in 1925, Graybar procures, warehouses and delivers hundreds of thousands of items from thousands of manufacturers.

## Situation

Until recently, Graybar’s national delivery fleet was using paper time sheets and activity reports to record hours worked and deliveries completed. None of this data was filed electronically. Therefore, when customers called for status

on a delivery, they weren’t getting the quick answers they wanted; and when accountants needed to double-check drivers’ hours, they had to search through file drawers for the correct information.

## Solution

All of Graybar’s delivery drivers now use Xora GPS TimeTrack® on GPS-enabled cell phones to record the start and end of their shifts and deliveries. These times are all location-stamped, providing a high level of accountability across the fleet. The drivers also use their phones to provide proof-of-delivery with Xora’s JobPix feature.

Once a customer accepts a shipment, the driver uses the cell phone’s camera function to capture a photo of the signed packing slip as well as the goods that were delivered. The Xora system attaches these images to the job record, for an electronic record of all deliveries. Also, Graybar has integrated Xora with its SAP system, to capture near real-time job data.

At Graybar branches, customer service representatives use Xora’s online maps and reports to check the location of trucks throughout the day. They use the information to alert customers as to when they can expect their shipments, or to re-route drivers to different



locations on job sites. Before Xora, service reps only knew when shipments left their warehouses.

## Results

Graybar’s innovative use of Xora and the JobPix feature was recognized as one of the 20 Great Ideas of 2007 by InformationWeek. Graybar also believes that the Xora system provides a unique competitive advantage. In fact, the company markets the system’s benefits directly to its customers under the name “Graybar Delivery Advantage”.

In addition to garnering industry accolades, Graybar’s use of the Xora system has improved its responsiveness to changing job-site conditions. Customer service reps are also able to provide customers with delivery status in real-time, resulting in higher customer satisfaction rates.

Accounting/Finance now accesses Xora for order proof-of-delivery versus searching through file drawers. What used to take a day or two is now accomplished in minutes. Electronic proof-of-delivery has also helped reduce the DSO for customer invoices. Additionally, with Xora’s GPS functionality, Graybar has reduced overtime.