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Conney Successfully Launches New Platform Streamlining Quote-to-Delivery Process for Custom Safety Products



Conney Safety Products recently implemented the CSP Plus™ configuration software developed by Custom Safety Products (CSP) on its website www.conney.com, dramatically improving overall customer experiences and the site's usability for custom orders.

Conney, a division of WESCO Distribution, Inc., began more than 70 years ago as a family-owned business and continues to sell a wide assortment of products and services that help organizations protect their employees from on-the-job hazards and repetitive-motion injuries.

With the CSP Plus software-as-a-service platform, Conney has shortened the time it takes to quote, proof, order and deliver custom-decorated industrial safety products. Since a single configurator connects all participating manufacturers and printers, the platform delivers custom orders more accurately and efficiently, greatly improving the customer experience. By using an open API, this guided selling tool integrates seamlessly with existing ERP and eCommerce applications.

"Early feedback has been overwhelmingly positive," stated Bob Hovey, Director of Product Management and Pricing at Conney. "Customers enjoy working with a single portal for customization, loading their logo once then using it on everything from hard hats to traffic cones to safety vests."

The CSP Plus configuration software is allowing users to create production-ready proofs and quotes in real time. A downloadable user manual, explainer video and automated steps guide the user through seven easy steps: Sign In/Register, Launch Customize It Tool, Upload Logo, Select Colors, Apply Art, Generate Proof and Approve Cart/Place Order.

The CSP Plus platform is also removing many traditional challenges at various stages of the process. According to Jackie Johnson, Marketing Director at Conney: "The CSP configurator is so automated the customer can self-serve and tweak designs for the products they're purchasing. Customers remain in control from start to finish, getting exactly what they want at the pace they want them."

Conney's early success with the platform comes as no surprise to Brad Martell, President of CSP: "We're delighted with the early positive feedback and confident it will continue. In addition to Conney Safety's own



Direct Safety® brand, the platform supports a variety of leading brands, including Brady for signs, MSA for hard hats, and MCR and Ergodyne for high-visibility apparel and safety glasses. And with additional manufacturers and products on the way, the application will soon benefit each of Conney’s key product groups and suppliers.”

More information about the CSP Plus software-as-a-service platform, including an informative video, can be found at <http://csp-1.com/solution-overview/>.