



CUSTOMER SUCCESS STORY

With SmartCert, WCL makes technology work for its customers

See how WCL Company uses SmartCert to provide a best-in-class customer experience.



Forging Deeper Customer Relationships with SmartCert

Overview

If there's one word that describes WCL Company's approach to the fastener industry, it's passion. The company knows that lives depend on its products, and its people always make a point of putting themselves in the shoes of its customers. Holly McDaniel, Sales Manager, is no exception to this.

A 28 year veteran of the industry, she understands the impact a single fastener can have on the world, and how lives can literally depend on WCL specifying the right product for the right application. She and her colleagues always go above and beyond to provide exceptional customer support — for them, clients are long term partners.

As is the case with most industrial fastener suppliers, cert management is crucial to its business. This simple but essential process plays a key role in closing deals, keeping orders moving, and maintaining customer and vendor relationships.

Seeking to ensure its customers have the best experience possible, WCL decided to modernize how it managed quality certifications via SmartCert.

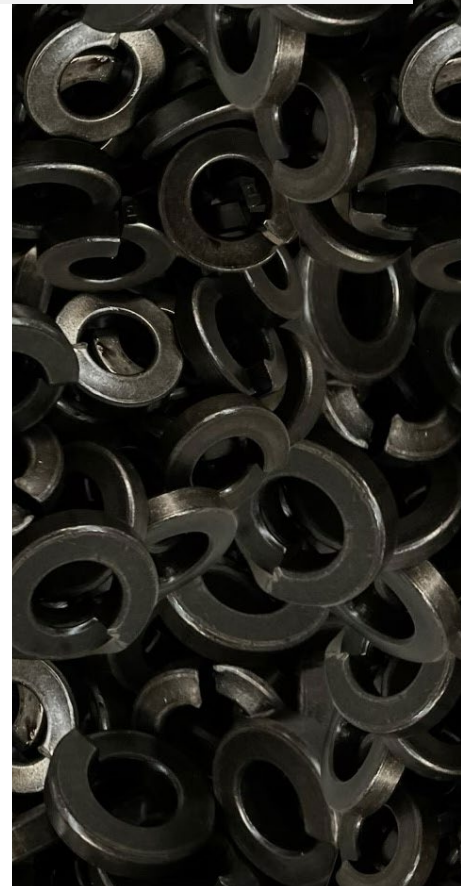
The Challenge: Creating a differentiated customer experience

WCL's approach to technology is simple — if a solution can improve the customer experience, WCL will consider it. Otherwise, it sticks with what works. For example, the company still uses a legacy ERP system, as it's yet to find a new one that works as quickly or provides as much information on a single page.

Around seven years ago, the company identified its cert management process as a significant pain point for customers, and began looking for a solution. A single cert package could total more than fifteen sheets of paper, all of which needed to be manually retrieved, assembled, copied, and sent out. Not only was this incredibly time-consuming, it could also introduce delays when supporting customers.

That search concluded with WCL adopting an electronic system to replace its paper filing system. Although it saved the staff from having to walk to the filing room and pull certs all day every day, it was also relatively time-consuming because employees still needed to manually scan, organize, and store digital certs before they could be sent to customers. Moreover, this system was inflexible, making it ill-suited for clients with specific requirements.

WCL needed a cert management system that would enable them to provide exactly what the customer wanted, quickly, without creating more work for the quality department.



The Solution: Client enablement via smarter cert management

McDaniel does not recall whether she initially heard about SmartCert from a customer or on a competitor's website, but as soon as she saw it, she immediately could see how it would strengthen the WCL brand, particularly with respect to customer responsiveness.

For WCL, SmartCert was a perfect fit. The fact that SmartCert was serving the military and aerospace sector was another major benefit, as was the fact that it was already widely used in the fastener industry.

Though McDaniel was the one who internally championed the decision to adopt SmartCert, it was Marci Miranda, quality inspector, who led the implementation. Having formerly spent eight years inspecting advanced electronics for military applications, she immediately picked up SmartCert. She's also been instrumental in onboarding WCL's customers.

"It took no time to figure it out because everything was straight to the point and very usable," notes Miranda.

About WCL Company

WCL Company, a family-owned business, was founded in 1957 by Robert L. Harper. It's original core product was solely lockwashers. Second-generation owners, Lee and Craig Harper, have continued to grow the company by expanding into new product lines. Today, WCL maintains one of the largest and most diversified inventories of fastener components on the market and its success is driven as much by its history and application knowledge as its proactive, timely customer support.



"For me, the biggest draw of SmartCert is that it's easy to learn, even for non-technical colleagues. Nearly everybody is satisfied with the platform once they realize how simple it is to use. They're especially happy when they find out they can send and receive certification packages for free, even if they initially pushed back."

— HOLLY MCDANIEL, SALES MANAGER, WCL COMPANY

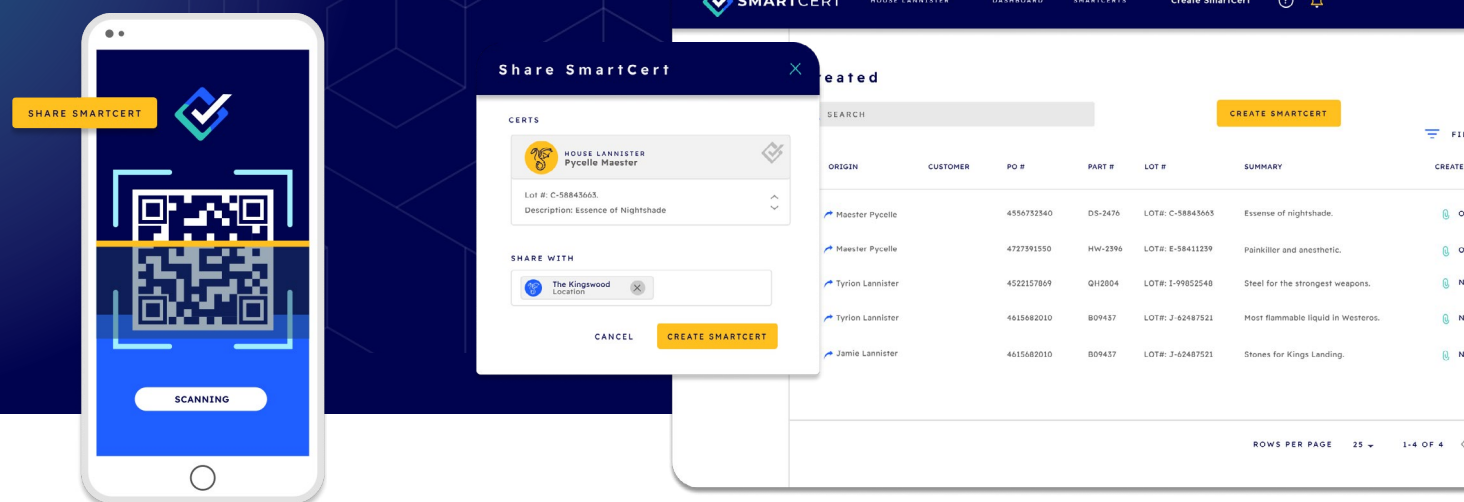


WATCH WHY WE
LOVE SMARTCERT

Bringing companies closer to customers

The SmartCert training and onboarding resources, which includes templates, graphics, and other information, was instrumental in successfully bringing WCL Company's customers onto the platform.

With Marci leveraging the SmartCert onboarding playbook, eighty percent of clients adopted SmartCert without any help. Others needed minor assistance, such as showing them how to create a login or confirming they could receive certs for free. One customer who initially pushed back strongly, now likes it. After working with SmartCert, she called back to say "OK, I'm sorry, this is an awesome platform. I'm really liking it."



The Result: Taking care of customers through digital transformation

With SmartCert, WCL can now select an individual cert from the cert package and send it to customers more efficiently. Employees no longer need to manually scan and compile cert packages, a process that required a lot of inspection time, and could delay customer certs. SmartCert has eliminated nearly all of this manual processing, and centralized the company's certifications for more efficient, effective management.

More Time to Spare. Sending a cert package through SmartCert takes only a few minutes, and employees can easily pull out individual certs to create tailored packages to meet specific customer requests.

Seamless Onboarding. Training time was also a significant draw for the platform. Per McDaniel, everything is direct, obvious, and intuitive, and both customers and internal employees, even ones that are intimidated by technology, pick it up quickly, as well. This has made it far easier for the company's sales team to onboard new and prospective clients.

Customer Satisfaction. Prior to adopting SmartCert, McDaniel, a self-described "pushy salesperson" who is always advocating for her customers, used to field internal complaints about how long it took to produce cert packages. "Now I don't hear any complaints about how much time they are spending on certs," says McDaniel.

SmartCert keeps everything easily accessible for the company's sales team. Now they can provide certs and secure orders "right then and there" without having to ask the quality department and wait for its reply before responding to the customer— something which was impossible with the previous process.

Auditing, Security, & Compliance. WCL also loves SmartCert's tracking functionality. The company can see when they share certs with a customer, which makes its job considerably easier from a compliance perspective. This goes hand-in-hand with the platform's built-in security, which both builds confidence and allows WCL to protect the highly-sensitive information its cert packages often contain.

"We adopted SmartCert with the goal of providing more value, and in that we've succeeded," McDaniel concludes. "We're proud of how we take care of our customers through the platform, and we look forward to seeing the platform grow. Those who adopt now have the advantage — soon, everyone will be on it."

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