



Case Study

Switch Electrical Wholesale Limited

Sector

Electrical Distribution

Service Utilised

Luckins

Location

Peterborough, Wisbech, Spalding, Grantham



Switch Electrical Wholesale's Agathos back office system is powered by Luckins data.

"We provide dozens of quotations every day and Luckins plays an essential role in ensuring we can produce these quickly, efficiently and accurately."

Jason Sadler, Managing Director

Company Overview

Switch Electrical Wholesale is an independent electrical distributor with branches in Peterborough, Wisbech, Spalding and, most recently, Grantham. The company sells an extensive range of electrical, lighting, heating and ventilation products to both commercial and domestic customers. Switch also offers a range of specialist services including a lighting design service, lighting cost of ownership calculations, instrument calibration and WEEE lamp recycling.

All stock for each of the branches is supplied from a new central warehouse unit and the company is a member of the MIDA International electrical distributor buying group, which allows it to service its customers' needs anywhere in the country.

Business Challenge

Switch Electrical prides itself on being able to answer customers' queries quickly and efficiently, either on the telephone or at the trade counter. As most queries relate to product information it is therefore important to be able to access the relevant information easily and to be sure that it is accurate and up to date.

Furthermore, as any of the 15 members of staff may be involved in answering customers' questions, the company required a system that could be accessed easily by all employees and is easy to use.



Why Amtech Luckins

When Switch Electrical began trading in 2009 the company was very clear about the functionality it required from a pricing system and the Luckins service met all of its criteria. As a result, Switch has been using Luckins from day one and has been delighted with both the pricing database and the support that goes with it. As Jason Sadler notes: "It's not very often we need the support service but when we do it is very efficient and resolves any issues quickly."

Meeting the Challenges

Switch Electrical holds over 10,000 lines of stock and these are linked to the Luckins pricing service through an Agathos stock control and distribution system so that any price changes are automatically reflected in the information available to staff. In addition, the company has access to the entire Luckins database.

This latter feature proves very useful when customers already have information on a product, such as a manufacturer's product code or even another wholesaler's reference number. Using the Luckins database, staff can quickly cross-reference the information to identify the product.

The result is that the Luckins service supports Switch Electrical's commitment to providing fast and accurate information to customers. "It is that level of service," says Jason Sadler, "that keeps bringing the customers back."

To find out more about Amtech visit www.amtech.co.uk or call 0800 028 28 28

With over 750,000 products listed and over 80,000 price changes a month, Luckins data has been the industry-standard source of product and price information for distributors and contractors throughout the UK building services sector since 1966.

"The ease of access to product information that Luckins provides means that we can answer customers' queries very quickly, even when they relate to products we don't normally stock"

Jason Sadler, Managing Director