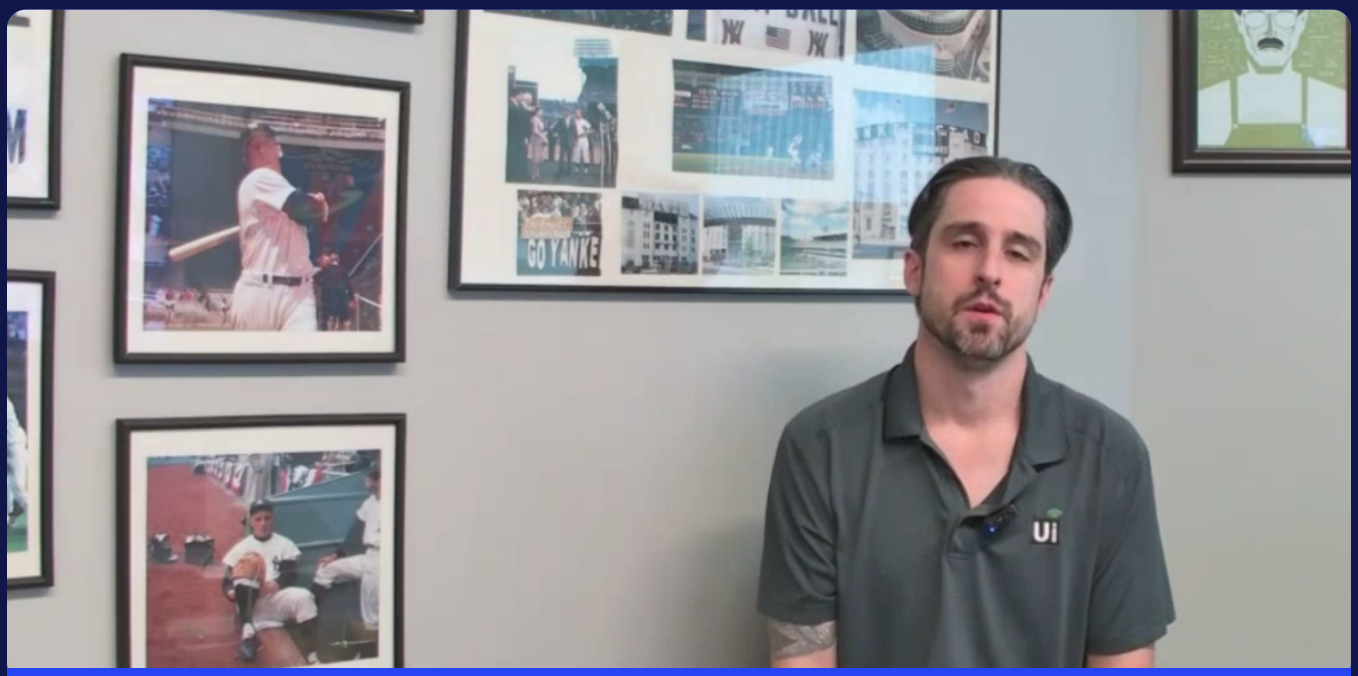
boltwise

WITH UI SUPPLIES AV & ELECTRICAL

CUSTOMER STORY / UI SUPPLIES

More quotes, less typing.

How UI Supplies speeds up electrical quoting with BoltWise.



Pat Berna / UI Supplies

Electrical requests can run to 40 or 50 lines, and a customer's description may use a different name for each part. UI Supplies uses BoltWise to cut down on retyping and get more quotes out the door each day.

From phone calls to cardboard.

However a request comes in, the contractor still needs a quote.

Key takeaways

THE IMPACT

40–50 lines

Larger electrical requests

A typical bill of materials can exceed 10 lines. Bigger lists can run to 40 or 50, each with a part the team needs to identify.

More quotes

Higher daily quote volume

Pat reports that the team gets more quotes out the door in a day. He hasn't put a number on the time saved.

Four names

For the same part

A trade nickname, a part number, or a manufacturer's identifier can refer to the same item. New hires can learn those terms from past orders.

More face time

With customers

With less typing, staff have more time to check what a job needs and ask customers where else UI Supplies can help.

About UI Supplies

UI Supplies distributes AV, lighting and electrical products to installers and contractors across the New York metro area.

STARTED	2011
LOCATIONS	Ramsey, NJ and Plainview, NY
CUSTOMERS	Installers and contractors
ALLIANCE	PowerHouse Alliance

THE CHALLENGE

A job list can show up on a piece of cardboard.

UI Supplies started in audio and video. It added electrical and lighting so contractors could buy across all three categories for a single job.

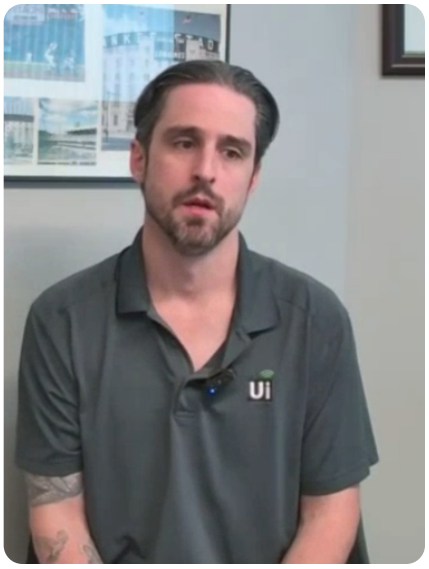
Orders come in by email, phone and text. Sometimes a contractor writes a list on a piece of cardboard and sends someone to the counter to pick up the materials. A quote still has to make its way back to the contractor in time to put together a proposal.

Electrical lists are especially labor-intensive. The team used to type out each line, work out which part the customer meant and call back when the description left room for doubt. On a 40- or 50-line request, that adds up quickly.

Knowing the trade language is part of the job. The same item can go by several names, and a new counter employee won't yet know the shorthand a senior salesperson has learned over years.

"One part could have four different names."

Pat Berna, UI Supplies



"The amount going out the door is higher."

Pat Berna, UI Supplies

THE WORKFLOW

From request to quote.

01
Request arrives
Email, phone, text or a handwritten list.

→

02
Enter the request
Staff bring the customer's list into BoltWise.

→

03
Review the parts
The team checks the items and resolves unclear wording.

→

04
Send the quote
The contractor gets the details needed to price the job.

UI Supplies brought in BoltWise to speed up the work of getting customer requests into its system. The goal was a consistent process that staff across the counter could use, regardless of how the original list arrived.

The team still checks the parts and clarifies ambiguous requests. The time it used to spend retyping lists can go toward reviewing what's included and making sure the paperwork is right.

"It really speeds up the learning curve on the guys that we're trying to bring into the business."

Pat Berna, UI Supplies

A way to train at the counter

New counter staff can take emails from experienced salespeople and put them through BoltWise. They see how the team handles customer slang, manufacturer identifiers and other names for the same item.

Pat describes this as an unexpected training benefit. When senior staff enter orders and teach the system, new hires can pick up terms that previously took months or years to learn.

A better look at the whole job

A customer might ask for three of the ten parts they'll need. Pat says his team can spend more time asking about the rest of the job and make sure the customer has what they need.

More time with customers.

Faster quoting gives the team more time to speak with customers, ask about upcoming work and see where else UI Supplies can help. Contractors get the information they need to keep their own proposals moving.

Pat has seen customer growth and retention during the time UI Supplies has used BoltWise.

> **“AI is a tool for us to become more human.”**
>
> Pat Berna, UI Supplies

Why UI Supplies chose BoltWise

UI Supplies evaluated other providers, including some closer to its electrical market. Pat says trust and the level of attention mattered in that decision. He valued working with people who took the time to understand how the team handled requests.

That relationship helped UI Supplies set up a process that made sense for its sales counter.

Make time for the team to learn

Pat’s advice is to budget time for the people who will use the tool every day. The team needs to learn the workflow and contribute what it knows about the orders and terminology it sees.

If UI Supplies went back to the old process, Pat says the team would miss how quickly it can turn around quotes.

See how BoltWise handles your RFQs.

Book a meeting →