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EFC Marketing Awards - HUBBELL CANADA LP

Category: Click and Order e-Commerce

Product Information: Variety, availability, pricing details, supporting documents (i.e. data sheets, brochures)*

myHubbell is Hubbell Canada's secure online portal that gives our distributors, agents and field sales force real time access to transactional data. The system is available 24/7 and has a 99.7% uptime availability rating. The site is login and password protected and gives partners access to Hubbell information and manages brand/product authorizations via security rules in our business system. Pricing is specific to each partner, and order status makes real time calls back to our business system providing real time status on order processing. We also use the portal as a secure and encrypted environment to host large master data files that include material master attributed data, pricing and mass quotation renewals. Our myHubbell system is available in both English and French to support our Canadian customers no matter what part of the country they live in.

Our customers can easily request access by completing a single straightforward online form. We strive to turn account registrations around in one business day or less. Password maintenance is all done online and a self-serve environment allows customers to request password changes on an as needed basis at any time of the day.

Onboarding and training are available through the Hubbell Canada online learning management system, Hubbell University. Users can download reference material, and review online content to help them gain knowledge all of the benefits and features of the system.

The system supports catalogue specific searches, wild card searches and material lists can be cut and pasted into the tool to produce bill of materials

Transactional Capability (If applicable, include details on secure payment features (secure payment gateway, SSL, certification, etc.)) *

Check Stock & Pricing – *On this screen the user has the ability to search for exact catalogue logic, or partial (wildcard) searches. The system will bring back a list of products unless an exact match is found. The user can drill into the part which will provide additional master data information and the user's standard and special net prices.*

Order Summary – *This function allows the users to search for open, partial or closed sales orders. Once in a specific sales order, the user can track what has shipped and invoiced, and what is still on backorder. The system will provide an estimated delivery date. The user can also pull carrier tracking information and click through to the carriers proof of delivery. The user can also look at copies of the shipments invoices.*

Quote Summary – *Is the module where customers can search for their quotes. The query tool allows users to specify open and or expired quotes, and can also filter by quote type. The system will allow the user to review their Annual, Project and Ship and Debit quotes. The user can drill into quote details and also pull back original paperwork stored in PDF format.*

Create Order – *The order module is where customers can enter orders and our field sales force can process sample requests. Orders can contain special instructions, ship to information, and can also reference special pricing from existing quotes*

RMA Request – *This is the module where customers have the ability to request returns. Material can be entered and linked to purchase orders, or bulk loaded using an import function.*

Price Sheets – *Is where authorized users can pull back bulk pricing information, quotation renewals and material master data. This module is restricted to authorized distributor personnel, and is in a secure and encrypted environment.*



Online Customer Support

myHubbell is supported by our international Service Desk and is available 24/7/365 via e-mail or online chat. Regular Canadian support is available through the Service Excellence / Customer Service team. Our Canadian team can be reached through a local or toll free line, or via e-mail. All new account approvals, authorizations and branch extensions are performed in Canada and reviewed on a regular basis to ensure prompt setup turnaround times.

One on one or group training sessions are performed as requested. Customer Service watches for opportunities to educate our distributor partners about the system, how to use the system and answer routine system related questions. From time to time, we arrange group trainings to refresh or train new partners as we onboard new customers.

Online support through chat:

<https://egain.compucom.com/system/templates/chat/HUBBELLGENENRC/chat.html?subActivity=Chat&entryPointId=1053&templateName=HUBBELLGENENRC&languageCode=en>

Innovative Site Design, Navigation and Ease-of-use

The Hubbell Canada instance of myHubbell is very different from our brands in the US. The Hubbell Canada philosophy is to present customers with a single sales entity that has access to multiple brands. myHubbell was modified to support this vision giving Canadian partners the ability to login to one web portal and access all Hubbell brands in one place with a consistent experience.

Specific to Hubbell Canada, this ultimately means that a distributor can interact with multiple brands within one environment, issue a single PO across multiple business segments (Wiring, Harsh and Hazardous and Lighting), generate a single sales order, fulfill with one shipment from our Canadian warehouse that generates a single invoice.

Our terms and conditions have been harmonized across all of our brands that ultimately make it easier for our customers to do business with us, and drive transactional costs out of the interaction.

Return/Exchange & Shipping Options

Hubbell Canada developed the return process in myHubbell for the enterprise. This was something we had in our legacy system that was a requirement when we moved to the new myHubbell environment. Return request are very straightforward. The system prompts users for basic information and helps to link the part back to a specific PO or invoice that validates the quantities purchased and the price paid for the material. Hubbell processes over 80% of our return request through the portal



Campaign Details

Applicants are encouraged to include the following supporting data with their submissions:

- **Measurable metrics (number of transactions/purchases, number of online customers, product availability and fulfillment rates)**
- **Unique features of the e-Commerce site (B2B and/or B2C processes, customer experience/engagement mechanism, enhanced customer support options)**
- **Overview of a measurable integrated campaign for the e-Commerce website**

Every year, our sales force works with our distributor partners and complete planning sessions. As part of this review, we include myHubbell in our "Partnership" documentation as part of our electronic product offerings.

Our philosophy is to offer a variety of channels for our partners to use. We want to encourage customer communication and remain engaged in our customers' requirements. We do try to steer customers into using our distributor portal for the more routine requests like price and availability and order and backorder status. We monitor new user accounts, track page counts and tag transactions that were initiated through the web.

MEASUREABLE METRICS:

- System availability - 24/7/365
- Uptime - 99.7%
- Approximately 5500-page views per weekday
- Fulfillment rates are at 96% same day from our Pickering warehouse
- Approximately 2% of our sales orders are initiated through the web (remember Hubbell operates in a B2B environment. The vast majority of our partners transact using EDI, or send us electronic PDF PO's).
- We process an average of 250 returns through the website per month

UNIQUE FEATURES:

- Click through to carrier/courier proof of delivery. Our system allows users to click through to our shipping vendors site providing tracking status and proof of delivery.
- Thumbs up/down survey rating customer experience – we take customer feedback very seriously. Feedback is reviewed continuously. Negative feedback is addressed immediately while all feedback is aggregated and trended as one of our core service metrics.
- http://hubbell-canada.com/015-Customer_Feedback/

ENHANCED CUSTOMER SUPPORT OPTIONS:

- Hubbell University Learning Management System - online training is available to all of our distributor partners in an electronic learning environment.
- Live Chat - available 24/7 through a convenient online link. Technicians can quickly troubleshoot system problems
- 1-800-HUBBELL support - toll free – 24/7 support
- E-mail support - available through our 24/7 support centre and through local support
- Self-serve password reset - forget your password, no problem. Passwords can be reset anytime through an online request and e-mail response with a secure link to change your password
- Local support through Service Excellence – 1-800 465-7051, serviceexcellence@hubbell-canada.com

OVERVIEW OF MEASURABLE INTEGRATED CAMPAIGN:

Hubbell Alliance partner and distributor planning – field sales reps are responsible for following up on distributor planning sessions. If training sessions for myHubbell were scheduled, they need to ensure they were completed. While we measure the number of new accounts created, it is not a core metric, as we still live by the philosophy of letting our customers interact with us with the channel they are more comfortable with – be it face to face, telephone, e-mail or web.

Since we operate our distributor portal in a B2B environment, the system is used as more of an inquiry tool. The system gets extensive use pulling price and availability, backorder status, shipping status and quote reference. Hubbell Canada uses a distribution model and therefore does not offer consumer access to our myHubbell distributor tool. We have been working extensively on our customer channel through a completely revised website with all of our brands rolling up into the same environment with a global catalogue. Through this channel, our customers can search for any Hubbell products from any brand. The new site offers a consistent look and similar navigation across all brands.

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