

How Acuity Reduced Product Returns by for its Division, Holophane

Acuity Brands Lighting is one of the world's leading providers of indoor and outdoor lighting solutions. It continually adopts a fresh and innovative approach to adapting technology to improve products, business processes and their customer experience.

Holophane, a division of Acuity Brands, has been a leader in lighting solutions for more than a century.

75%

Why They Chose Technicon

Challenge

Offering nearly 500,000 highly-configurable products in over 2,000 product groups makes it a challenge for sales reps and customers to be familiar with all the product options and codes and specify them correctly.

The large volume of returns for some of the product brands became a big concern.

Just upgrading our tools wasn't sufficient. We wanted to transform the customer experience. Our goal was to give our sales teams and customers a state-of-the-art solution... all from a web browser.

— Tom Pierce, Manager, Marketing Services —

Our goal was to find a configurator that would meet our diverse and complex needs. We were looking for a vendor with broad industry experience and a flexible solution. Also, it was critical that we be able to easily maintain the system and the product data and rules. Technicon was at the top for all our selection criteria.

— Angelo Napper, Senior Business Analyst —

Solutions

- ✓ Using Technicon's product configurator, users can assemble architectural street lamps in an intuitive step-by-step approach.
- ✓ Components are individually specified.
- ✓ The configurator validates that all components and options are compatible.
- ✓ Users can also insert renderings into stock or uploaded photo images to visualize assemblies in their proposed location, using the Autodesk Inventor ETO.
- ✓ They can interactively rotate, tilt, and magnify 3D models to examine their street lamp assemblies from any angle. The same product data and rules used for the configurator are also leveraged for generating online and print catalogs.

Results

75% Decrease in product returns

30-50% Reduction in special orders

Shorter ship dates from 15-30 days to

10 DAYS OR LESS

Contact us to learn more about what Technicon can do for your business

Technicon
www.Technicon.com 800.230.3553