



BRANCH MERCHANDISING REDESIGN PROJECT

WESCO Distribution, Dallas, TX

As an industry leader providing electrical, lighting, security, and safety products, WESCO delivers an integrated supply, eCommerce, and global account program to streamline the product supply chain to meet the needs of WESCO customers throughout 500 branches worldwide.

In 2003, WESCO became a client for state-of-the-art branch Message-On-Hold marketing across all US and Canada branches. In 2017, WESCO Canada along with a few pioneering US branches recognized the need to compete in the various markets through stronger face-to-face relationships. This ignited these forward thinkers to take the lead to grow their customer base by offering more customer friendly counters. This initiative launched the WESCO Branch Redesign and superior Digital Counter Signage solutions.

Project Summary

In 2017, it was determined that an enhanced face-to-face approach would enable each of them to elevate their ability to effectively compete in the markets they serve. To be successful, the customer connection strategy must emphasize building stronger customer ties in a way that would increase branch revenue through a better understanding of customer needs, along with compelling demonstrations that addressed those need.

Solution

- WESCO Corporate and TriggerPoint Media defined key supplier product offerings with an itemized branch selection merchandising solution.

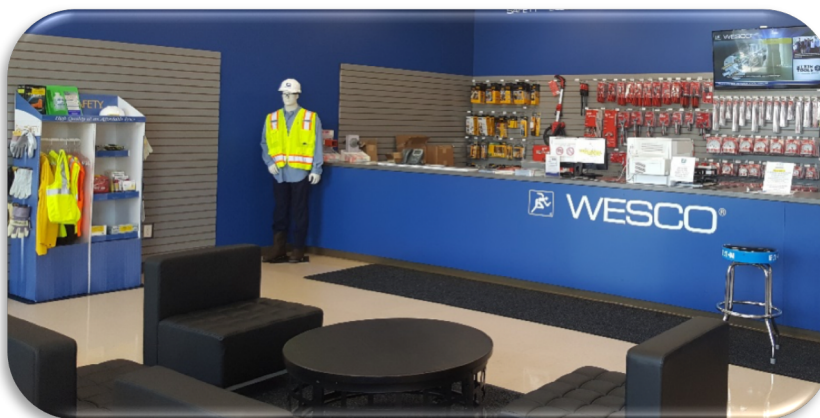
- Online selection of buildout and digital signage solutions.
- Site Survey and design for final branch approval.
- Installation and buildout of all requested elements.
- Affordable financing provided for complete branch project buildout.



Results

In an collaborative manner, the WESCO Dallas management team and TriggerPoint Media created a warm, event-conducive, sales-driven space that has effectively positioned WESCO Dallas to be an even more competitive force in the Dallas market. The results included:

- WESCO branded counter and showroom;
 - Phase I: Sufficient shelving for product merchandising.
 - Phase II: Additional shelving onsite.
- Touchscreen linked to WESCO online catalogue.
- WESCO Digital Counter Signage.
- Comfortable waiting and seating area for walk-in and Will Call customers.
- Self-service coffee bar and WESCO cooler for customer enjoyment.



The sales and marketing tools provided in the space can now be measured and monetized with the implementation of DataiQ, a sales transaction and promotion tracking proprietary software provided exclusively from TriggerPoint Media.