J.R. MERRITT® CONTROLS

ERP:
Macola

Industry:
Manufacturing

Storefront:
B2B

Website:
https://store.jrmerritt.com/

About J.R. Merritt Controls

J.R. Merritt Controls, Inc. (JRMC), has been a leading voice in the evolution of industrial control and human interface solutions, helping customers experience heightened levels of machine operator productivity, comfort and safety.

Established in the mid 1980s as the exclusive North American licensee for one of the original manufacturers of industrial switchgear, JRMC's new breed of rugged, low-spring-force joysticks for the metals industry soon expanded their product line to include seating solutions. They now offer a complete adjustable, turnkey solution to custom fit steel mill operators across America.

JRMC is dedicated in its commitment to provide innovative application solutions and products of unmatched quality and durability to its customers.

The Challenge

JRMC was presented with the challenge of managing a significant increase in the sales quotation and order process for their replacement parts business. Because of the complexity of what they sell, each quote was time consuming for their internal staff. They needed a better way to not only produce a sales quote, but process the order as well.

Another challenge they experienced was timing of orders. Not having staff beyond a normal work day meant that no one was available to address customers' questions after business hours. Customers, frustrated by the lack of help or inability to get required information, were more likely to leave and do business with a company they perceived more attentive to their specific needs. JRMC needed a way to communicate with their customers no matter what time zone they were in. They decided that the right step for the company was to find a web storefront with the ability to make key information available to customers, process orders online at any time and could be set up in an expedited fashion. It also needed to leverage their ERP data and take manual effort out of the sales order process.
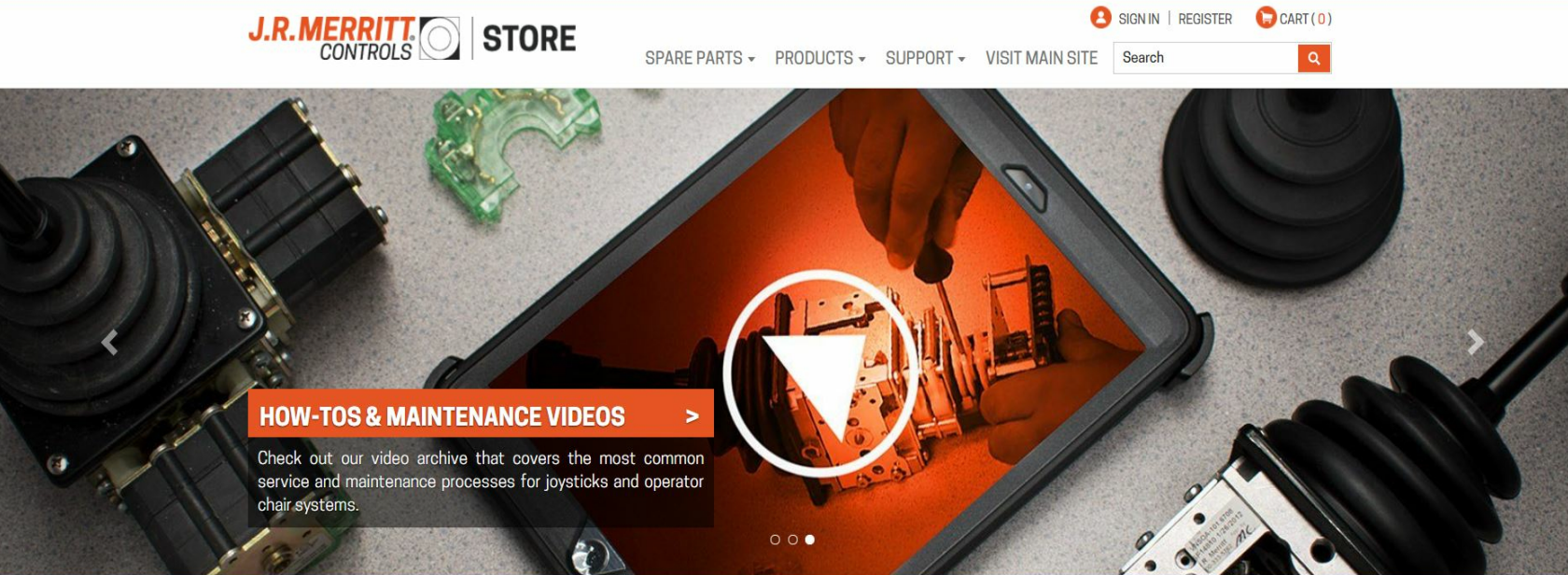
The Solution

Nomad worked with the internal team at JRMC to build a web storefront specifically for their replacement parts business. The storefront had the same look and feel as their corporate site but allowed customers with an existing login to access the site for specific information that they would traditionally call sales about. By leveraging Customer, Order, and Item data along with customer specific pricing that was currently in Macola, Nomad was able to help JRMC deliver a web storefront that was relevant to their customers, easy to use and more inviting to encourage repeat business.

Also, access to Nomad Operations (NOPS) provided JRMC user-friendly Content Management System (CMS). NOPS gives JRMC a more efficient and effective way to manage their site moving forward. Adding products, content, images and category pages to the site is now a quick and easy task for the team. Setting up discounts and complex customer pricing has been simplified and can be done on a per customer basis; making it more efficient to address the needs of specific customers.
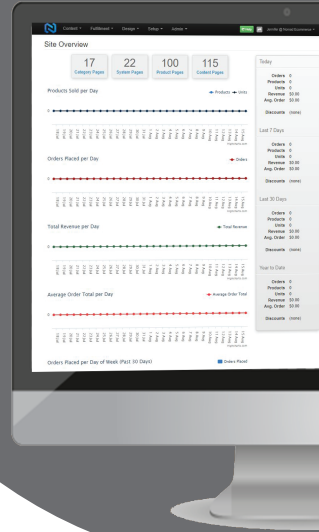
"It works seamlessly with our business platforms for syncing customer and order information, as well as product pricing and inventory levels. In addition, the Nomad platform features a user-friendly CMS to give our internal team access to edit and update the web store as needed".

-Greg Rappa, Marketing Manager, J.R. Merritt Controls

J.R.MERRITT CONTROLS | STORE

SIGN IN | REGISTER   CART (0)

SPARE PARTS ▾   PRODUCTS ▾   SUPPORT ▾   VISIT MAIN SITE   Search

HOW-TOS & MAINTENANCE VIDEOS >

Check out our video archive that covers the most common service and maintenance processes for joysticks and operator chair systems.

JOYSTICK & CONTROLLER SPARE PARTS

HANDLE SPARE PARTS

CHAIR SYSTEM PARTS

ACTIMO SEAT ASSEMBLIES

Nomad.site

(855) 225-6304
sales@nomad.site

The Results

With the rollout of Nomad eCommerce, JRMC was able to address their main concerns. The process to streamline their sales orders is now functioning without the need of constant monitoring by employees. Time that was dedicated to this is now being spent on other business needs - creating a more efficient business process flow for JRMC. Orders are now submitted 24/7 with a click of a button with automatic shipping rates connected into the order process online. "Request a Quote" functionality has also been set up as well - helping the team get a handle on multiple orders coming in and prioritizing customers that truly need assistance.

Nomad eCommerce integrates with JRMC's Macola ERP; enabling three categories of data to be leveraged such as Customers, Orders and Product. This synchronized data also includes pricing, discount information, product descriptions, item availability and more. Customers are now able to successfully order online without having to rely on a sales representative. Modifications and updates made in Macola are immediately reflected on their eCommerce website without the need for human interaction.

SUPPORT DOWNLOADS

See below for all J.R. Merritt Control products that 03.031 is compatible with, as well as their applicable support downloads. Not sure what model you have? Read our **Joystick Model Identifier Guide** for tips on how to identify your joystick model.

VNSO
MULTI-AXIS JOYSTICKS
⬇ Spare Parts
⬇ Service Bulletin
⬇ Literature

VCSO
MULTI-AXIS JOYSTICKS
⬇ Spare Parts
⬇ Service Bulletin
⬇ Literature

XL-VNSO
MULTI-AXIS JOYSTICKS
⬇ Spare Parts
⬇ Service Bulletin
⬇ Literature

CS1
MULTI-AXIS JOYSTICKS
⬇ Spare Parts
⬇ Service Bulletin
⬇ Literature

"Our ecommerce site has also become a great resource for product information and specifications, which has been extremely valuable to our customers, sales partners, and staff members".

About Nomad

Located in O'Fallon, IL, a suburb of St. Louis, Nomad eCommerce has been in business for over 20 years, developing web and eCommerce solutions.

We provide a universal catalog & content management system enabling fully integrated B2B & B2C transactions with Microsoft Dynamics, Macola & SYSPRO. Nomad has created award-winning, customer-centric solutions that help companies successfully integrate data from their ERP to their web storefront, increasing customer usability and satisfaction.