



Founded in 1954, Gamber-Johnson is the preeminent provider of vehicle mounting systems, computer mounts, and mobile docking stations for virtually any type of vehicle. When Gamber-Johnson wanted to make it easier for customers and resellers to configure its products online, the company turned to Configure One.

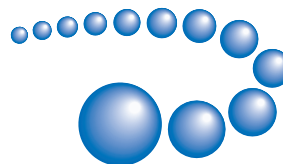
Located in Stevens Point, Wisconsin, Gamber-Johnson is a member of the Leggett & Platt Commercial Vehicle Products Group. The company maintains resellers, installers, and OEM partners throughout North America.

Summary:

For Gamber-Johnson's customers ordering the right combination of components use to be a frustrating experience. Relying on a printed catalog, the ordering process was very time-consuming and difficult for the customer to visualize what the final product would look like, and how it would work in their vehicle.

Gamber-Johnson required a web-based solution that would enable both customers and resellers to easily and accurately configure the optimum product for their vehicle. In June 2007, Gamber-Johnson went live with Configure One's™ *Concept Enterprise Product Configurator™* and *Concept E-Catalog™* solutions.

Today, anyone can visit Gamber-Johnson's web site, easily configure and visualize their solution, and request a quote. As a result, Gamber-Johnson has reduced the number of mistakes and increased customer satisfaction because customers now know they are getting the optimum solution for their vehicle.



Configure One

Throughout its history, Gamber-Johnson has pioneered design innovation, making its mounts the preferred choice of fleet managers. Gamber-Johnson mounts are installed in thousands of fleets worldwide in such diverse markets as law enforcement, public safety, telecommunications, utility, and the military. Gamber-Johnson was the first vehicle mounting system and docking station supplier to earn ISO 9001:2000 certification, introducing new levels of quality and customer service to the industry.

Gamber-Johnson's products are modular, so they can be customized to fit the equipment and the driver of the vehicle. However, in the past, ordering the right combination of components could be a frustrating experience for the customer.

"The customer knows the vehicle model and year, and the device they want to mount. But when there are multiple options, and you can mix and match components, the customer often had no idea what product to select for a particular application," said Jennifer Guerndt, vice president of marketing.

"It was very difficult for users to understand how the individual components fit together," said Danielle Bliven, internet marketing. "Our objective was to simplify the configuration process, so that after answering a few questions, the customer could see an actual virtual rendered image of what that mount would look like in their vehicle, and download a parts list. We also wanted to provide the capability to view the configured product 360 degrees, with the ability to zoom in and out."

"Our number one goal was to allow our customers or resellers to go to our web site and easily configure their own systems without calling our customer service department."

Gamber-Johnson had been considering the addition of a configurator to its web site for some time, but started looking seriously for a potential solution in April 2006. Bliven explained the process:

"We assembled a project team that included myself and representatives from IT and engineering. We researched potential configurator solutions using the Internet. We found Configure One in October 2006, and included them as one of the six vendors we short-listed."



*Jennifer Guerndt
Vice President, Marketing*



*Joel Herring
Vice President, Sales*

Key Requirements

Gamber-Johnson sells its products exclusively through a network of over 100 resellers, so this group was going to be an important set of users of the configurator.

"Our number one goal was to allow our customers or resellers to go to our web site and easily configure their own systems without calling our customer service department. We wanted to reduce the number of calls into customer service and improve customer satisfaction. It had to be simple to use, and we wanted to guide users through the process, give them options, but also provide them with our recommendation as to the optimum solution. If the configurator was not easy to use, we knew they would not complete the process," said Guerndt.

Since some of Gamber-Johnson's customers and resellers already know the components they need, going through the configuration process was unnecessary for them. So, for these users, Gamber-Johnson also needed to provide an e-catalog solution.

"It was important that the solution contained both an integrated configurator and e-catalog solution," said Guerndt. "Some of our more experienced users know our product very well, so they can just go the e-catalog and find the information they need without going through the configuration process."

Why Configure One?

In any software evaluation, it's not just about buying software. Feeling comfortable with the vendor is a key decision factor.

“Configure One was very responsive and supported us all the way to ensure we met our deadline.”

“Configure One met all of our requirements” said Bliven. “Throughout the entire evaluation process Configure One’s staff was very responsive. They gave us the impression that this was going to be a true partnership—this was an important consideration. We’re in this together for the long haul. Another consideration was local support. If necessary, we wanted to be able to visit the vendor without jumping on a plane. Configure One’s proximity to our location was another advantage.”

Rapid Implementation

Gamber-Johnson signed a contract with Configure One for *Concept Enterprise Product Configurator* and *Concept E-Catalog* in January 2007 and went live in June 2007.

“We went to Configure One’s Chicago office for training, and to set up the system. Our Configure One consultant’s experience was key to the success of our implementation. He guided us through the process, and identified potential issues so we could address them up front. He was always available to answer any questions, and help troubleshoot any problems,” said Bliven.

The Gamber-Johnson project team was under considerable pressure to complete the project by a specific date. Bliven explained:

“We hold an annual conference for our resellers in May, and we wanted to introduce the configurator and e-catalog solution at that event. It was a very aggressive timeline, but Configure One was very responsive and supported us all the way to ensure we met our deadline. We demonstrated the configurator at the conference and received very good feedback from our resellers.

Working with Configure One

Configure One’s mission is to provide the best customer service in the industry.

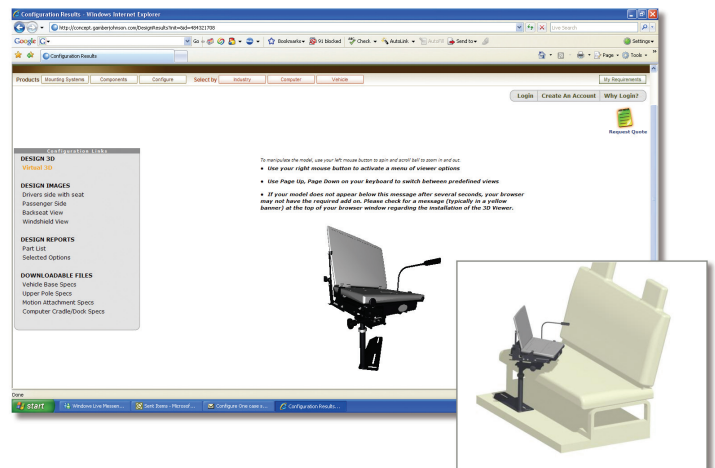
“It’s been a very positive experience working with Configure One,” said Bliven. “Any issues that arose were addressed very quickly, and their support has been phenomenal. We treat the relationship as a partnership and they view it the same way. Our Configure One project

manager was very proactive. If there were capabilities in *Concept* that we weren’t using, he’d always bring it to my attention. They always take our feedback very seriously, and have incorporated some of our suggestions into the next version of *Concept*.”

A New Way of Working

Before implementing *Concept*, the only way Gamber-Johnson’s customers and resellers could obtain product information was to call the customer service department. Bliven explains the process:

“Typically, a customer or reseller would call our customer service department and tell them the vehicle make, model, and year. A customer service representative (CSR) would go through the catalog and tell them the components they needed to order. It was a manual process, and very time-consuming for our customer service staff. For the customer, it was difficult to visualize what the final product would look like, and how it would work in their vehicle.



“Today, anyone can visit our web site, easily configure their solution and request a quote. We still get customers calling in, but the CSRs now direct them to the web site and walk through the configuration process. Since we only sell our products through resellers, the quote is created automatically by Configure One’s software and sent to the reseller. The customer is immediately given all the product specification sheets for the components that make up their configuration. They are shown four different virtual product images, and can also see how the final product will look in their vehicle by spinning and zooming the 3D web-viewable virtual model.”

Benefits

Gamber-Johnson has achieved its objective of reducing the number of calls into its customer service department, especially from its resellers.

“We have been successful in driving our resellers to our web site,” said Guerndt. “The number of phone calls has decreased while the activity on our web site has increased. Clearly, our resellers are getting the answers they need, and are not picking up the phone and calling us with questions.”

Gamber-Johnson has reduced the number of mistakes and increased customer satisfaction because customers now know they are getting the best solution for their vehicle. Guerndt explained:

“The most beneficial part for the resellers is the ability to obtain the optimal configuration for their customer’s vehicle, without having to call our office. This has helped us achieve another one of our goals, reducing the number of mistakes. Sometimes during the installation, the reseller would discover they had selected the wrong items, or found that there was another product that worked better. This resulted in product returns and delays for the customer. Now, they can get the recommended solution from our web site, which helps the reseller and the customer get the right product the first time. It’s a win-win for all parties.

“Our web site contains the most up-to-date information. We are always introducing new products and changing existing ones. As a result, the printed catalog is obsolete a week after it’s printed. We are encouraging everyone to always use the web site and the configurator. It reduces the number of times that customer service has to call marketing to find out what product they should recommend for a specific vehicle.”

Joel Herring, vice president of sales, hears feedback first-hand from both customers and resellers.

“We recognize that the web site and configurator are a ‘work-in-process’, and we know that we can always make improvements,” said Herring. “We recently surveyed our resellers to obtain their feedback. One reseller told us that his customers are very concerned with the placement of the equipment with respect to the airbag deployment area. In this case, a picture is worth a thousand words. The 2D and 3D images generated from our configurator show the customer exactly how the equipment will work in their vehicle.



“It’s been a very positive experience working with Configure One... their support has been phenomenal.”

“At a trade show, an existing customer from a police department told us that they buy products from us because our configurator makes it so easy for them to find the right products for their vehicles. It was great to get such positive feedback from an end user.”

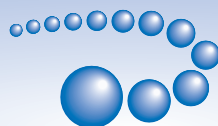
“With Configure One’s configurator and electronic catalog software, we now have an innovative tool that reinforces Gamber-Johnson’s position as a leader in the industry,” said Bliven.

The Americas Offices

Configure One, Inc.
Corporate Headquarters
900 Jorie Boulevard
Suite 190
Oak Brook, Illinois 60523
United States

Phone: 630-368-9950

Fax: 630-368-9951



Configure One

www.configureone.com

Europe/Asia Offices

Configure One Europe Ltd.
44/45 Harlow Enterprise Hub
Kao Hockham Building
Edinburgh Way
Harlow
Essex, CM20 2NQ
United Kingdom

Phone: +44 (0) 1279 311420

Fax: +44 (0) 1279 311422