

Case Study **Hussey Seating**

When Hussey Seating was looking to replace their aging configurator software, they wanted something that would strengthen their relationships with internal customers and their network of dealers.

Configure One's CPQ solution gave Hussey and their dealers improved confidence to configure complex products and deliver a world-class customer experience, in addition to serious improvements in efficiency.

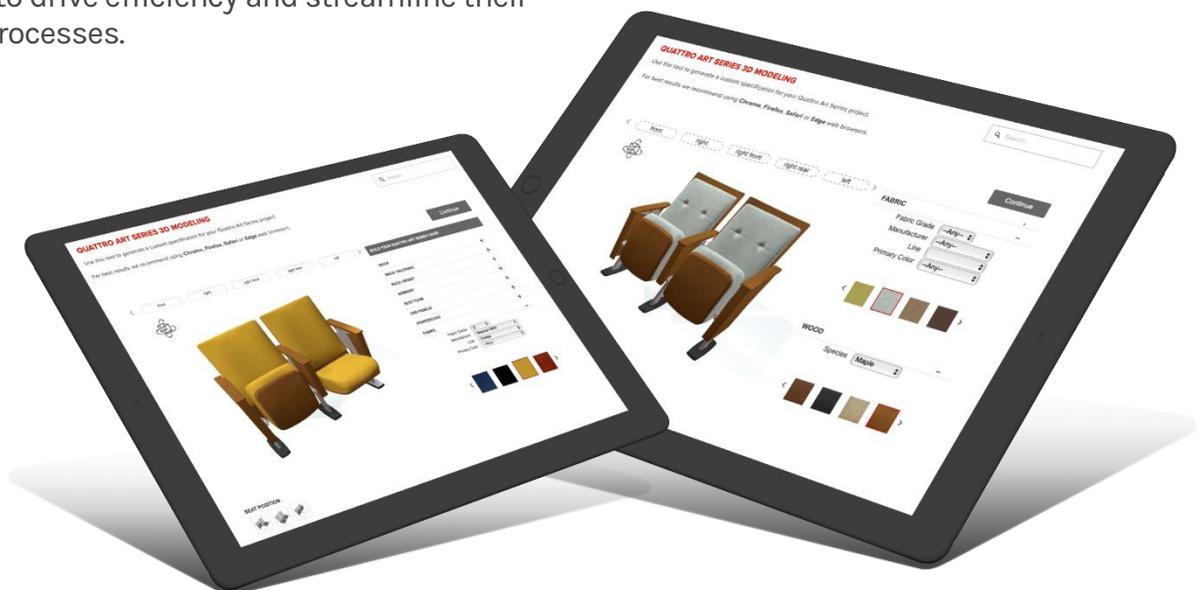
Evaluating CPQ Solutions

Hussey Seating began by looking at different options to replace their legacy ERP and configurator software. They knew they needed to provide the best experience possible for their customers and that meant finding a CPQ solution that allowed their network of dealers to confidently sell products.

Hussey Seating's tagline, "Your partner for seating solution" is a key piece of their needs. They supply solutions to the complex needs of their customers. The team wanted to find new methods to drive efficiency and streamline their internal processes.



A sixth-generation family-owned business in operation since 1835, Hussey Seating is a market leader in flexible and fixed seating for all types and sizes of venues, from engineer-to-order to configure-to-order.



Choosing Configure One

In Configure One, the team found the CPQ solution they needed to achieve their goals, “The ability to handle complex rules and ease of use were big factors in our selection of Configure One,” said Cynthia Daigle, Business Systems Manager at Hussey Seating Company.

Once a manufacturer of plows and fire escapes, the company’s history of success relies in solving problems for their customers and evolving with market demands. It seemed like a natural fit to partner with Configure One to continue this journey.

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Cynthia Daigle
Business Systems Manager
Hussey Seating Company

Getting Started

Daigle found the Configure One Professional Services team’s guidance extremely valuable during the implementation process. “They offered helpful solutions to our challenges based on their expertise and knowledge which led directly to a successful implementation.”

Configure One’s easy admin experience was a key factor in getting the system up and running. “The admin interface is easy to learn,” said Daigle. “You don’t have to be a full-blown developer to use the configurator admin screens to build rules and logic.”



Open for More Business

Hussey Seating launched the CPQ system with a publicly accessible 3D configurator on their website. It allows their customers to design their own Quatro Art Series seating with interactive visualization. “Since launch, it has been a huge hit with our customers and a great feature for our website.”

Making Configure One accessible to their dealer network has given the team at Hussey peace of mind in knowing that their product is being quoted accurately. “Our dealer network uses Configure One from quote to ship,” explains Daigle. “We know the input is handled correctly because we control it.”

Daigle feels very confident about their continued relationship with Configure One going forward. “Configure One’s platform and strategic direction is moving us towards a higher level of customer experience and a better all-around service model.”

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Big Impacts

Since implementing Configure One, Hussey can process more quotes and orders, “Our staff can now focus on more impactful tasks for orders as opposed to those they were handling manually or trying to process in an outdated system,” adds Daigle.

By consolidating on the IT side and getting rid of disparate systems, their software and maintenance costs have gone down, as well.

Hussey continues to focus on innovation and solution development saying it’s part of their corporate culture.



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