



Tyndale Customer Spotlight

With more than 4,500 employees to outfit, AEP needed a solution that would drive end user satisfaction while controlling costs and keeping management out of the uniform administration business.

Until 2009, American Electric Power (AEP) was in a rudimentary direct purchase program that offered only limited inventory, size range, product selection, availability of women's products, and little to no customer service. The program was almost entirely online, using a site that offered only basic self-serve functions and didn't even display employees' available balances.

ENTER: Tyndale

Tyndale led the transition to a direct purchase managed allowance program with comprehensive service. With Tyndale, employees choose a preferred combination of AEP-approved arc-rated and flame resistant (AR/FR) garments from a variety of leading brands – including Tyndale's own line, which features a full range of American-made products, a wide selection of women's items, and stock sizes ranging from small to 5XL and long/tall sizes. Employees enjoy best-in-class online ordering, flexible returns and exchanges, and customer service by web and phone, while Management enjoys a single source solution – purchasing AR/FR clothing and boots from Tyndale – with hard cost savings, technical expertise, enhanced brand image, strong delivery, and more.

Brent Stegner, Manager of Work Procedures and Human Performance, now oversees the program, and believes that choice is an important part of the program's success. With Tyndale, employees have the freedom to make their own selections, from items vetted by Tyndale and pre-approved by AEP for compliance with the company's protective, budgeting, and image needs.

With clothing and boots, each individual has different preferences in the way it fits. So allowing them to be able to get a garment that fits and provides the wear and durability along with the protection is of the utmost importance.

-Brent Stegner

Tyndale offers its own line of garments for men and women – including a full line of American-made product options – as well as other top brands, maintaining significant on-hand inventory to minimize lead times. The program, product mix, and other services are even customized to the needs of various subgroups; "Tyndale maintaining the employee account balances and having the flexibility to vary funding by operating company for us are two huge pluses," he said.

Tyndale's extensive product offering allows AEP to consolidate purchasing power with a single supplier. "We make sure we're getting the best price for the employee on an ongoing basis," Stegner said, also pointing out the value of the added services Tyndale provides.

Tyndale deals directly with employees for ordering, questions, issues, and returns and exchanges, maintaining transaction detail at the employee level. This ensures budgetary compliance, enables Tyndale to provide reporting services, and allows Tyndale to maintain a product quality audit trail at the employee level for added peace of mind.

The popularity of Tyndale's AR/FR brand of apparel was an unexpected bonus for AEP. **Even with a large choice program, employees in the field appear to prefer the Tyndale brand, which accounts for 60% of all items purchased so far this year.**

Tyndale's Account Specialist Lisa Slotter offers product insight when adding a new item to AEP's custom catalog. "Sometimes Lisa will let us know if there is an issue Tyndale is dealing with – problem with the vendor, quality of the material, lead time – so having her insight and troubleshooting with the accounts is very beneficial."

In fact, Stegner feels that Tyndale's customer service and support go a long way to ensuring satisfaction, while freeing him to focus on his core responsibilities. As AEP's program liaison, Stegner is often the point person for any issues that may arise. "If I pick up the phone or drop Lisa an email I know the concerns are going to be addressed. Lisa is very quick to research [an issue]", he said. At the end user level, workers contact Tyndale directly – by phone or web chat – for all inquiries, minimizing AEP's investment in administrative oversight.

Having a person like Lisa to interface with is very valuable from my standpoint.

And, in addition to a choice between a wide range of products, employees also have the freedom to change their minds. "The process that Tyndale uses for exchange when something doesn't fit properly works out very well," Stegner said.

So, how would Stegner describe the program in a nutshell?

"Tyndale provides a wide selection of available garments including outerwear, base layer clothing, along with blue jeans and work shirts. They offer a quality product that protects the worker should an unexpected event occur and they need the arc flash characteristics of the garments." And, he adds, "Tyndale manages the account balances for us. That is a big plus in my opinion."

**ARE YOU LOOKING FOR A SOLUTION THAT MAXIMIZES SAVINGS, SERVICE,
AND END USER SATISFACTION? READY TO IMPLEMENT A HANDS-OFF MANAGED
PROGRAM FOR ARC-RATED AND FLAME RESISTANT CLOTHING?**



Tyndale can help! Contact us to start creating your custom program.