



Leading Retailer Leverages enVista's Single Unified Commerce Platform and Microsoft Dynamics 365 to Optimize Customer Experience

American Freight Unifies
Commerce Across 300+ Stores



THE COMPANY

Since 1994, American Freight has been helping customers save money on quality furniture and mattresses. In February 2020, American Freight combined with Sears Outlet, a leading national discount retailer of home appliances, to create American Freight Furniture Mattress Appliance. The enhanced company launched in June 2020 and leverages the strong legacies of the founding organizations to provide a one-stop-shop for quality furniture, mattresses and appliances at everyday low prices. American Freight approached enVista to achieve a single view of the customer and deliver an optimal customer experience across multiple channels.

THE OPPORTUNITY

American Freight experienced rapid growth, which caused it to have more than 30 point of sale (POS) instances and 33 financial instances across its 165+ stores. The company needed to move to a single cloud-based (POS) and order management system (OMS) on a single data model, not only to simplify its technology footprint, but also to enable enterprise inventory visibility, improve the customer experience and drive sales.

American Freight's many disparate POS systems made enterprise visibility across the organization impossible. As a result, it was unable to leverage inventory across its store network to leverage its inventory investments and gain additional sales. In addition, sales associate training took weeks due to a lack of standards, extensive sales order processes and antiquated technologies. At the time, the check-out process sometimes took over 15 minutes, reducing sales associate productivity and eroding customer satisfaction.

American Freight was plagued by inaccurate reporting and lacked "one version of the truth" on details related to the customer, inventory, order, item and payment due to manual business intelligence tools and processes. These challenges were further complicated with the acquisition of Sears Outlet stores by American Freight, increasing the total number of stores impacted to over 300.

ENVISTA'S SOLUTION

Microsoft D365 Finance and Supply Chain Management and Power BI

enVista took a two-pronged approach to overcome American Freight's challenges. First, enVista and American Freight deployed Microsoft Dynamics 365 to improve performance on the back end. This included replacing previous business management software at the acquired Sears Outlet stores. As a Microsoft Gold Certified Partner across all three Microsoft clouds and a team of retail industry consultants averaging sixteen years of experience, enVista was able to accelerate this aspect of the project. enVista also introduced and implemented Power BI that aggregated data from both the legacy systems and new Dynamics 365 in order to maintain their historical records.

enVista's Unified Commerce Platform

On the front end, enVista and American Freight deployed enVista's Unified Commerce Platform, Enspire Commerce, leveraging enVista's proven omnichannel consulting experience. First, enVista mapped out the optimal process flow to improve American Freight's customer experience. The team then implemented enVista's Unified Commerce Cloud Platform, including Point of Sale, Order Management System and Product Information



Management, providing enterprise inventory visibility, standardizing and optimizing sales order processes, and enabling “available to promise” across stores. This reduced checkout time to less than three minutes, which dramatically improved the customer experience.

THE RESULTS

- Gained highly scalable solution for growth – 165+ stores in the initial project live in a matter of months and, later, over 300 stores due to acquisition of Sears Outlet stores
- Obtained a single enterprise view of customer, inventory, order, item, and payment, providing American Freight with the ability to mitigate lost sales via real-time visibility into:
 - Total inventory and where it was located
 - Optimal way to get the desired product to the customer
- Reduced maintenance costs by moving 30+ POS instances to one cloud-based enVista solution
- Automated publishing of product information to stores and website
- Enabled store transfers, ship from store and pick up in store
- Improved commission reporting for sales associates
- Simplified returns processing
- Trained associates in a matter of hours with no manual required
- Improved reporting of store and associate performance with a single database and business intelligence (BI) solution
- Decreased checkout times from 15 minutes to three minutes

“enVista’s value comes in their ability to understand the whole spectrum of the solution- not just from a logistics perspective, point of sale perspective or even from a technology perspective. They actually have put all of those pieces together, and it makes it easier for me to get the project done in a timely manner and with less expense.”

We actually looked at it holistically all the way from our back-end ERP system all the way through our front-end point of sale. We use the Dynamics 365 platform on the back end... and the enVista point of sale solution on the front end. There are very few solution providers that can bring a wealth of knowledge and consulting experience in retail, digital commerce and brick-and-mortar that also provide an integrated platform to manage ‘order to cash’ and ‘procure to pay’ across all channels. enVista was a clear choice. We are thrilled the enVista team has helped us attain our unified commerce objectives in such a short timeframe.”

- Jim Brownell, COO of American Freight



Let’s have a conversation.™

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