Leading Retailer Leverages a Single Unified Commerce Cloud Platform to Optimize the Customer Experience

American Freight Furniture and Mattress Unifies Commerce Across 165+ Stores

enVista®

enabling enterprise commerce™

THE COMPANY

Founded in 1993, American Freight Furniture and Mattress sells direct-from-manufacturer furniture to consumers at discount prices. American Freight approached enVista to achieve a single view of the customer and deliver an optimal customer experience across multiple channels.

THE CHALLENGE

American Freight experienced rapid growth, which caused them to have more than 30 POS instances and 33 financial instances across their 165+ stores. The company needed to move to a single cloud-based point of sale (POS) and order management (OMS) solution on a single data model not only to simplify their 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, they were unable to leverage inventory across their store network to save the sale. Also, associate training took weeks due to a lack of standards, sales order processes and antiquated technologies. At the time, the check-out process occasionally took over 15 minutes, eroding customer satisfaction.

ENVISTA'S SOLUTION

enVista's industry-leading Unified Commerce Platform and depth omni-channel consulting experience helped American Freight overcome its challenges. 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, enabling available to promise across stores, and reducing checkout time to less than three minutes – all of which dramatically improved the customer experience.

THE RESULTS

- Obtained a single enterprise view of customer, inventory, order, item, and payment

- Significantly reduced checkout times

- Reduced maintenance costs by moving 30+ POS instances to one cloud-based solution

- Attained enterprise inventory visibility

- Automatic 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

- Associates trained in hours – no manual required

- Improved reporting of store and associate performance with a single database and BI solution

- Highly scalable solution – 165+ stores live in a matter of months

"After spending a considerable amount of time reviewing solution options, we selected enVista's Unified Commerce Platform to deliver customer-centric commerce and meet our business objectives. We needed an agile solution footprint built for the cloud that could be implemented in months, not years.

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, American Freight Furniture and Mattress