EDI Speeds Omni-channel Processing of Online Furniture Orders - Case Study

CorLiving

Their Challenge: Increased online business outpacing an outdated process.

In growing industries with online retail opportunities, quick response by suppliers is now expected by the new savvy online shopper.

But CorLiving was challenged with a new market of small orders which required manual data entry.

This not only caused errors prone to happen with manual data entry, but receiving orders placed late in the day made it difficult to get product out in a timely manner and to keep customers happy.

When Online Orders Started Flowing In – EDI Made On-Time Delivery Easy

CorLiving began with a simple vision – to provide quality products that are both practical and affordable. Their broad selection of furniture products for home and office are designed, developed and manufactured with this thoughtful consideration. Their aim is to make their brands lasting expressions, with product lines that offer diversity and variety at every price point.

CorLiving's goal is to consistently provide customers with products they desire. At the same time, they take responsibility in their perceived duty towards the environment. They always strive to be a desired employer of choice where a sense of ownership is meaningful to their members and consider it their task to help those less fortunate through charitable acts.

Online Orders Present an Opportunity and a Challenge

CorLiving furniture products for home and office are now sold to consumers by many online merchants including Amazon, Walmart, Wayfair, Sears, Overstock.com, and others. While clearly these online sellers represent exciting new sales channel opportunities to CorLiving, they also created a new challenge.

"We began to receive a very large volume of one and two piece orders," explains Aaron Prior, IT Manager at CorLiving. "Dealing with that was pretty difficult. People were manually entering everything into our ERP system. It quickly became very tedious to enter the items, the bill and ship-to information for each order, and other details. It was also very error prone."

Seeking a solution, Prior turned to the provider of his Exact Macola ERP system for advice, and was immediately directed to Data Masons to learn about the Vantage Point EDI solution.

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- Aaron Prior, IT Manager, CorLiving

Prior recalls many times when orders were missed, or when his team **couldn't get them processed before the daily shipping cutoffs**. This could only turn into dissatisfied customers, and **that was simply not an option**.

Impressive Process Improvements Immediately

Supporting this volume of small orders from ten online merchants was making it all but impossible to complete entering all of the incoming orders within the same day, which meant that the order processing department was faced with constantly falling further behind.

Without EDI automation, processes such as shipping orders would cause a problem. When CorLiving would receive orders in the late afternoon, after the carrier has already made their pickup, and since most people expect their items shipped right away, that meant paying for expedited freight or customers getting their goods later. Prior recalls many times when orders were missed, or when his team couldn't get them processed before the daily shipping cutoffs. This could only turn into dissatisfied customers, and that was simply not an option. Now with EDI, the orders flow in and the warehouse can get to work right away.

"With Vantage Point EDI," explains Prior, "that delay has been cut to zero. Before it would take all day and some of the next to enter each day's orders, and then there were those coming in between 5pm and 8am to be entered as well."

"Now," he proudly adds, "everything is entered and done before 10am."

With more than a thousand orders daily, EDI was not a "nice to have" solution to help handle their growth, it was a necessity to keep the omni-channel experience a positive one for customers.

Recently, CorLiving had a member of their team retire. "Had that happened before EDI," he points out, "it would have been a disaster. Now, frankly, we haven't needed to replace her."

Conclusion - EDI and Online Orders Made Simple

Prior learned quickly that with online selling you have a large number of single-item orders all going to different places. Without EDI automation, they could not have continued without adding significant staff at considerable cost. Now, they've reduced headcount and remain highly efficient at getting customer orders filled in a timely and accurate manner.

"With EDI," exclaims Prior, "everything goes directly into the system. Instead of entering everything in by hand, with Vantage Point EDI the process became 'get an order, click the button, done.'"

EDI Made Simple®

EDI is all we do at Data Masons. Embedded EDI providers are often programming companies that work on many different projects other than EDI, which can cause them to lose focus. We're solely focused on EDI.

The nature of using EDI to process transactions requires the flexibility to move and adjust quickly. If a customer cannot move fast enough, this can result in significant chargebacks for non-compliance. With Vantage Point, adjusting the configuration of the solution takes a fraction of the time it takes to program new code, which allows customers to be quick and responsive.

For more information about how to put Vantage Point EDI to work making EDI simple in your company, **contact us** at **datamasons.com** and learn more about EDI and ERP integration in our **executive briefs**.