sellercloud

"After moving to Sellercloud, our sales increased and labor hours decreased.Now we can actually work on growing the company."

———

A Sellercloud case study with Boraam Industries

sellercloud.com

How Boraam Industries decreased labor costs and safety quantities while eliminating concerns of overselling and underselling

Industry

Home & Garden Products

Founded

2001

Headquarters:

Mundelein, IL

Company Size

15 Employees

Introduction

Headquartered outside of Chicago, IL, Boraam Industries has been providing quality home furnishings and furniture at a friendly price point since 2001.

Sellercloud became Boraam's primary channel manager, inventory tracker, and shipping system in 2018, allowing the company to streamline its focus and future thinking on growth, expansion, and increased sales.

The challenge

> ❝ We were using 3-4 different systems. Nothing was in the same place, nothing was organized, and it was very expensive to manage. ❞

Before Sellercloud, the company was completely reliant on EDI (Electronic Data Interchange), explains Su Yadana, Boraam's Logistics Manager. "We were

using 3-4 different systems. Nothing was in the same place, nothing was organized, and it was very expensive to manage."

Because of the multiple systems, orders were being missed. Shipments were never sent. Labor hours required to print labels and manually process orders became excessive. "Sometimes we would forget to switch to or look at specific accounts, not realize that orders had been placed, and receive bills for units we had yet to order. It was a mess," says Yadana about their initial systems.

One of Boraam's main bottlenecks was also inventory – both stocking and reordering. Manual processes meant that inventory was either too high or too low – never what they needed.

> ❝ Sometimes we would forget to switch to or look at specific accounts, not realize that orders had been placed, and receive bills for units we had yet to order. It was a mess.
>
> - Su Yadana, Logistics Manager ❞

The solution

Boraam had identified that live inventory tracking, cutting labor hours and costs, and increased efficiency and accuracy with orders were top priorities.

Boraam began migrating all shipping processes to Shipbridge, Sellercloud's all-in-one order fulfillment solution that partners with all major shipping carriers and offers completely customizable workflows.

The results

> " Labor hours used for order processing, picking, and shipping SKUs were reduced by a third. Live inventory tracking enabled Boraam to reduce their safety quantity by more than 200%. "

After moving to Sellercloud, Boraam's sales increased significantly. **"Labor hours used for order processing, picking, and shipping SKUs were reduced by a third. Live inventory tracking enabled Boraam to reduce their safety quantity by more than 200%."**

> " Now we can actually work on growing the company. "

sellercloud

8 South River Road, Cranbury, NJ, 08512, United States

+1 (888) 315-6652

sellercloud.com

Explore other great products by Sellercloud

Manage your entire e-commerce operation with Sellercloud.

skustack

Maintain total control of your inventory with our WMS. Track products throughout your warehouses. Receive purchase orders, adjust inventory, conduct cycle counts, and more. Learn more

skublox

Pick and sort order items using our proprietary put-to-light and pick-to-light technology. Improve your team's efficiency and eliminate errors in your fulfillment workflow with Skublox. Learn more

4D Scale

4D Scale is an innovative multidimensional scaling solution that can improve productivity and efficiency for your warehouse team, allowing you to process more shipments in less time. Learn more

Shipbridge

Bridge the gaps between your orders, carrier accounts and sales channels. Whether your shipping needs are simple or complex, Shipbridge can facilitate efficient and effective workflows for your fulfillment team. Learn more

memaila

Manage all of your shared inboxes from your personal email addresses on any device. No more switching between various emails and inboxes. Improve your customer service response rates and take full control of your team inboxes with Memaila. Learn more

waytopay.me

Request and receive payments online with our simple and secure payment collection system. Waytopay.me lets you generate and share unique payment links for your Sellercloud orders. Learn more