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“It’s a fully scalable solution; if, tomorrow, you decided to buy a new company or expand to a new location, you can do that so easily with Sellercloud.”

A Sellercloud case study with Cellular Professor

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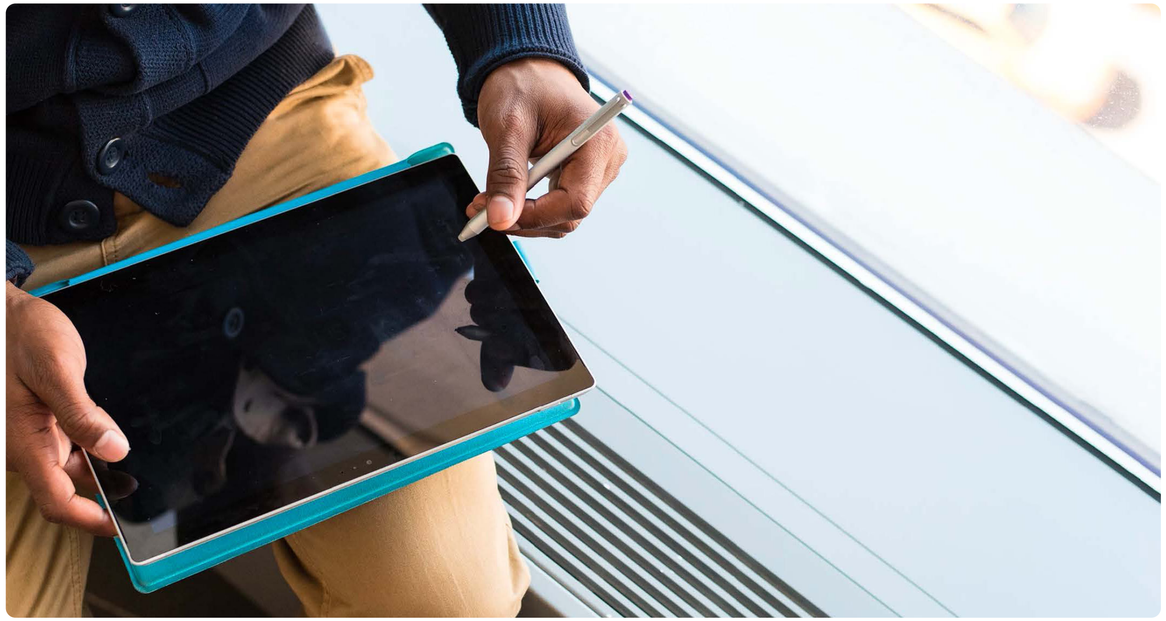
CASE STUDY

How Cellular Professor overcame the challenges of selling refurbished products online by eliminating the manual steps required for multi-channel listing and inventory management



Industry
Electronics

Founded
2015

Headquarters:
Glenview, IL

Company Size
15 Employees

Introduction

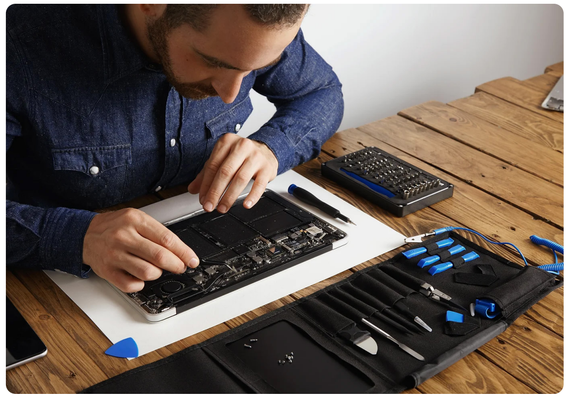
Cellular Professor, founded in 2015 and headquartered outside of Chicago in Glenview, Illinois, has humble beginnings as a reseller of cell phones on eBay. Because most of his products were refurbished and varying widely in aspects like color, size, and brand, Founder and President Alex Sabau needed a solution to reliably, consistently, and efficiently sell and track his inventory. He found that in Sellercloud.

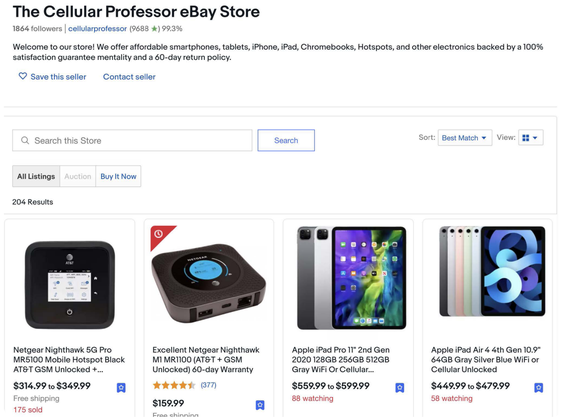
The challenge

> **Because everything was unique, we had a terrible time keeping track of where something was physically in our warehouse because there were so many different SKUs.**

"Almost nothing we were selling at the time was new," Sabau said. "That made it immensely difficult for us to upload our products onto the one or two sales channels we were on at the time," he continued. **"Because everything was unique, we had a terrible time keeping track of where something was physically in our warehouse because there were so many different SKUs,"** Sabau explained.

Sabau explained that, at times, it would take nearly an hour to find something he'd sold. Sabau had started Cellular Professor with another e-commerce sales platform but wasn't getting the support he needed.





"We would open tickets and they would sit for weeks without resolution," said Sabau.

The same challenge was presented when he wanted to expand to other sales channels. **"As I started to purchase more inventory, there were other channels I wanted to expand to,"** Sabau said.

> **As I started to purchase more inventory, there were other channels I wanted to expand to.**
>
> - Alex Sabau, President and Owner

The solution

Sabau knew that he needed an all-in-one tool that he could centralize all of his inventory on that would grow with him and Cellular Professor as time went on.

Because his products were unique and oftentimes refurbished, he also needed a solution that would allow him to start selling hundreds or thousands of products online with as little downtime as possible.

For Sabau, the answer to his challenge was clear when he found Skustack, Sellercloud's warehouse management system. This included the 'SKU-to-SKU Transfer' feature, which allowed Cellular Professor to quickly and easily upload large quantities of unique items to multiple sales channels with minimal effort.

> **"The platform we were on previously just didn't cut it; we were limited to the few that we were already on.**
>
> - Alex Sabau, President and Owner

The results

"It's become absolutely priceless," Sabau said. "We've refined our own internal processes and systems so that we know exactly where everything is," he continued. **"We can have an order logged in our inventory and shipped in literal minutes now."**
According to Sabau, sales have grown by 400-500% since partnering with Sellercloud, and they've reduced time spent on FBA (Fulfilled By Amazon) and inbound shipments as well.

"Human error has been significantly reduced, and we save so much time," Sabau explains, **"We don't even have to log in to Amazon anymore because of the Sellercloud API."** Sabau ends by saying, **"We're also about to double the size of our warehouse. Much of that is thanks to Sellercloud."**

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skublox

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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

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