

# Sofahouse

## Client Success Story

### Experlogix Digital Commerce's B2B eCommerce Platform Helps Established Wholesaler Break New Ground

Sofahouse adds to customer convenience and satisfaction and expands market reach.

#### Increase Sales and Growing Confidence

As well as directly increasing sales, Sofahouse's established customer base grew in confidence with the consistent, secure and efficient environment offered by Experlogix Digital Commerce WebShop.

- **Direct impact on sales:** Better experience for existing customer and access to new market.
- **Noticeable reduction costs:** Dramatically reduced the need to print flyers, brochures and catalogues.

#### PRODUCTS

Experlogix Digital Commerce WebShop

#### BENEFITS

- **21 days:** Possible deployment time, up to 10 times quicker than bespoke B2B eCommerce projects
- **Zero:** Reduce order processing time to zero
- **20x cheaper:** 20 times cheaper than manual order processing

#### COUNTRY

Ireland

## The Background

Sofahouse Imports Ltd was founded in 2002 and specialises in the wholesale of sofas, rugs and carpets in Ireland and the UK.

Based in Dundalk in Ireland and distributing all over Ireland and the UK to independent retailers, Sofahouse is a well established company with a large volume of trade customers.

Sofahouse have an extensive product range of leather and fabric sofas, in a wide range of styles and colours, all finished to the highest standard, catering for every need.

## The Challenge They Faced

Given the number of customers, the geographic distances and rapidly changing catalogue Sofahouse had a number of business challenges:

- Customers could only place orders by telephone, increasing costs & putting pressure on telephone staff at key times of the day.
- Customers could only order during office hours as Sofahouse had no online presence.
- Customers could only check stock levels via phone or email, which was slow and inefficient.

David McCullis of Sofahouse said, “Expanding seamlessly into all available market avenues has become increasingly more important as consumers and retailers continue to move business online. This was not always possible previous to WebShop as phone calls or visits to our show rooms were required.”

Sofahouse recognised they needed to evolve their business in order to satisfy customer demands for online ordering and accurate information on stock availability. The company evaluated many solutions and selected Experlogix Digital Commerce Software’s WebShop as the preferred solution.



## The Solution They Needed

Experlogix Digital Commerce's specialised eCommerce platform WebShop offers Sofahouse and number of advantages, such as:


ERP integration, allowing trade customers to place orders directly into their ERP system, saving the company substantial time and money

The ability to allow clients full access to all live information and account details behind a secure login, including stock, order status and history, invoices and account ledgers and an attractive, easy to manage and compelling e-catalogue for customers to browse stock and place orders

David expanded on the reasons Sofahouse chose WebShop over other solutions:

"Experlogix Digital Commerce Software's ability to integrate the two systems interactively made it a sensible move. WebShop allows our customers every available opportunity to instantly discover new products, browse our range and purchase at a time that suits their schedules, often outside our opening hours.

"We can now make quick and efficient transactions in an environment whereby our customers are able to browse and choose products in minutes. Reinforcing our brand is something WebShop allows us to do very effectively, building familiarity, trust and a constant and viable link with customers old and new."



Want to learn more?  
Speak with one of our experts.

**Get Started**



"WebShop allows our customers every available opportunity to instantly discover new products, browse our range and purchase at a time that suites their schedules, often outside our opening hours."

**- David McCullis**  
*Sofahouse*

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