



Facilitating Digital Transformation  
for a **Leading Furniture Service  
Provider**

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# About Client

The client is a leading furniture services provider based in the UK. They provide a comprehensive range of solutions, including furniture packages, rental furniture, property staging, fitted furniture, and interior design. With a mission to transform spaces into intuitive homes, the company focuses on delivering exceptional customer service. Additionally, it caters to diverse markets such as residential properties, student accommodations, and social housing. Their client base includes developers, investors, estate agents, property managers, and landlords, all of whom benefit from the company's efficient delivery and installation services.

## Business Objective

The client aimed to modernize their operations by integrating over 1,000 web applications and microservices to create a cohesive user experience for their customers. Their goal was to transform their existing solutions with modern technology and practices, including data engineering, full stack development, QA, and DevSecOps, to streamline processes, enable faster development and deployment, and reduce manual dependency.

Additionally, they sought to enhance their business reach across different geographies through strategic partnerships with agencies and a reliable technology partner, enabling them to scale efficiently without increasing operational costs. This transformation was intended to improve customer satisfaction, operational efficiency, and collaboration with key partners like estate agents and property managers.

## Business Challenge

- 1. Fragmented User Experience:** The client was managing four different websites for multiple functionalities, which was creating a fragmented customer experience. Their customers were also facing difficulties navigating across siloed platforms, and their internal team was also struggling to manage operations efficiently.
- 2. Manual Sales Processes:** The client was undertaking extensive manual work to handle orders and sales. However, it eventually became difficult to handle the operations manually, leading to multiple errors and panic situations with the increasing volume of about 200 weekly orders.
- 3. Platform Integration:** The lack of a unified solution for client onboarding, user management, and CRM integration hindered efficiency. There was also a need to leverage Shopify's B2B functionalities, such as shared baskets and credit limits, to enhance collaboration between agents and end users.

**4. Scalability:** Scaling their business operations without additional operational costs was a key challenge, along with enhancing customer satisfaction and solidifying partnerships with prominent estate agents for revenue growth and boosting market position.

## Business Insights



## Business Solution

To address the existing business challenges, we developed a comprehensive digital transformation strategy for the client while focusing on creating a unified, efficient system that would modernize their operational ecosystem and enhance the customer journey.

### 1. Custom Middleware Development

We developed a custom middleware solution for the client's system to centralize user onboarding, agent management, and order processing. This middleware solution was integrated with Shopify and NAV systems to automate processes like credit account applications and order synchronization.

### 2. Centralized Platform Development

We built a centralized platform to sync and consolidate all four of the client's existing websites into a single, unified platform. The idea was to streamline their operations with a cohesive model and improve the user experience by allowing seamless navigation and functionality between different services.

### 3. Shopify 2.0 Store Development

Our team developed a fully customized store with Shopify to implement new functionalities, a new theme, and a unified home page design. The idea was to provide consistency across the platform, improve collaboration, and ensure that their customers could easily access all services in one place and an intuitive user experience.

## 4. Improved UI/UX and Functionality

We leverage the B2B mode of the Shopify platform to introduce new functionalities into the client's system, including shared baskets and credit limits for agents. This enhanced collaboration and automated workflows, which reduced manual tasks for the internal team and enabled seamless bulk order processing by client's customers.

## Business Outcomes

### 1. Operational Efficiency

The system is now capable of managing a 50% increase in order volume without additional human intervention. Our solution enabled process automation like order creation, agent management, and credit applications, which reduced manual dependency and allowed human resources to focus on other priority tasks.

### 2. Improved Customer Experience

The consolidation of the client's existing siloed websites into a single platform and improved UI/UX led to a more seamless and cohesive user experience. Client's customers can now navigate the site more easily, leading to higher satisfaction and increased conversions.

### 3. Cost-Efficient Growth

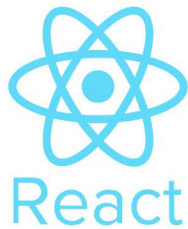
Leveraging the Shopify platform and integrating custom middleware allowed our client to scale their operations across multiple geographies without additional costs. The introduction of B2B functionalities like shared baskets and credit limits also improved collaboration between agents and end users.



## 4. Stronger Market Position

The unified platform we built for the client enabled seamless integration with multiple software, including CRM software which is utilized across all solutions. This cohesive model improved the client's ability to serve their customers efficiently and also boosted their market positioning.

## Technology Stack



Google Cloud Platform



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