



NAVSOFT



# Managing 500K SKUs Simplified with Salesforce

500K SKUs | 100K Orders  
Automated Under One Roof







## The Client

Automate, centralize, optimize, and US Mattress, a leading mattress retailer in America with 27 retail stores and 2 big warehouses in Plymouth & Livonia. With 500K SKUs in total, including accessories and service items, they needed a one-stop management solution. with Navsoft's tailored PIM solutions.

**US Mattress**  
we make it easy®



# The Challenge

With a nationwide presence, orders poured in from everywhere. But US Mattress couldn't see them in one place. This meant:



Lead conversion tracking was impossible.



Manually updating millions of products was a task in itself.



Instant order invoicing was a major challenge for their 27 stores.

On top of that...

Sales teams used an obsolete Navision ERP system, and post-sale support was handled by ZenDesk, which offered no order visibility or case distribution capabilities.

# Navsoft's Solution

Navsoft provided a powerful, integrated solution built around Salesforce Sales Cloud, Service Cloud, and Order Management System (OMS), coupled with an upgrade to Microsoft Dynamics Business Central. Key solutions included:

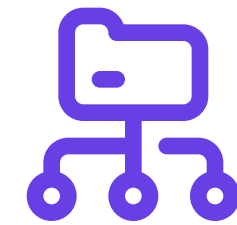


**Unified all sales channels into Salesforce OMS**

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## Impact

Automated Lead Capture  
360° Visibility



**Made Salesforce the single product repository**

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## Impact

Manage 2.5M SKUs  
Sync With Magento Stores

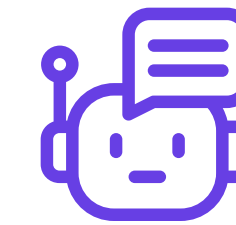


**Migrated customer cases from ZenDesk to Salesforce**

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## Impact

Automated post-sale service workflows



**Implemented Einstein Chatbot in web stores**

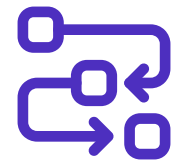
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## Impact

Automated lead capture & qualification

# Key Results

The transformation led to significant improvements for US Mattress:



Automated workflows  
with real-time insights



Reduced time spent  
managing orders



Reduced technology  
costs due to centralized  
operations



Efficient order processing  
and responsive customer  
service



Real-time sync of 250K+  
support cases and  
100K+ orders

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