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**US Mattress**  
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## Managing 2.5M SKUs Simplified With CRM

*How Navsoft's CRM consulting expertise transformed US Mattress's lead-to-order process and post-sale support, delivering a unified customer view.*







## The Client

US Mattress, a leading mattress retailer in America with 27 retail stores, 2 big warehouses in Plymouth & Livonia, and 2.5M+ SKUs. To maintain their market leadership and streamline operations, they needed a robust solution to manage customer interactions.



# 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 US Mattress with a comprehensive Salesforce-based CRM solution, coupled with an ERP upgrade. The focus was on creating an end-to-end, unified platform for managing leads.



Implemented Salesforce Sales Cloud, Service Cloud, and Order Management System.



Created a customized lead workflow to capture and manage leads from all sources.



Replaced Zendesk with Salesforce Service Cloud for complete visibility of order information.



Migrated from Navision 2009R2 ERP to Microsoft Dynamics Business Central.



# 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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