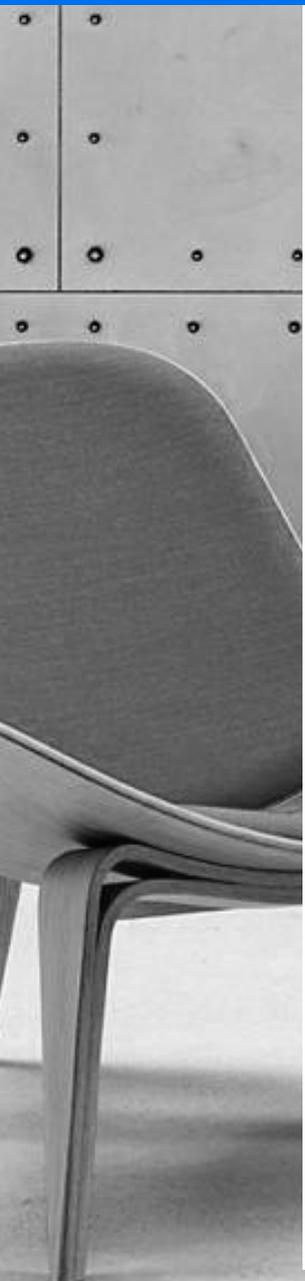


# YDesign Group



## YDesign

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### Overview

YDesign Group is a family of online-led retail brands offering the best in modern and contemporary lighting, fans, and furniture to design-driven consumers and trade professionals. The company's goal is to provide a best-in-class experience by allowing customers to fulfill their design visions through advice, inspiration, and the highest quality products.

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### Challenge

YDesign allows consumers to skip the showroom and buy high-end furnishings at home, letting customers choose from a variety of premium lighting and furniture vendors. While the company's online model was inherently complex, they refused to compromise the customer experience and by collaborating with their vendors and third-party carriers have achieved a best-in-class customer experience.

With multiple dropship vendors, the team needed to gain control of carrier costs and brand experience. In order to deliver the best delivery experience to customers, YDesign needed the ability to quickly enable vendors to choose the best carriers at the most optimal prices, and make fulfillment processes and BOL creation as fast and simple as possible for everyone involved. YDesign knew that the amount of time that the team spent on carrier decisioning and carrier compliance, keeping track of shipments, and fixing delivery issues hindered their ability to invest in creating the optimal delivery experience and ensuring sure their brand was properly represented when the delivery arrived.

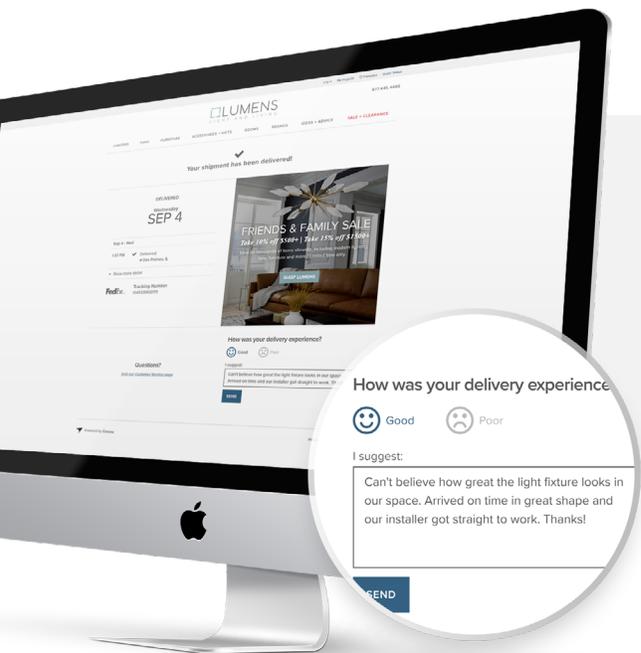
## Solution

The YDesign Group deployed both Convey Engage and Convey Initiate in December 2017, with the intention of improving operational efficiency and customer happiness from the cart to the front door.

The company used Initiate to facilitate better dropshipping with vendors, allowing all of their vendors to log into one tool to process their shipments, optimize carriers and automatically create BOLs. This automatic process saved the team over 19% in carrier costs, and freed up team resources to focus on the customer delivery experience.

Convey Engage gave the YDesign team a unified view into all of their shipping issues, in real-time across all carriers, and the ability to resolve delivery exceptions as they occurred. As YDesign's customers took notice of the improved delivery experience, NPS scores rose by 20%, and positive delivery feedback scores rose by 18% overall.

YDesign did not stop there. In May 2019, they continued to put the customer experience at the heart of their business with the addition of automated Delivery Appointment Scheduling. This provided their customers with the ability to see and schedule third-party white-glove appointments through YDesign's tracking page. Taking back control of this process resulted in a three day reduction in average transit time, and a 15% increase in positive customer feedback from those using the feature.



**"Convey saved the team over 19% in carrier costs, and freed up team resources to focus on the customer delivery experience."**

TED NICKERSON  
Logistics and Transportation Manager

## Benefits and Outcomes

Improved customer happiness and loyalty:

18%

increase in positive customer feedback overall

20%

increase in NPS score

15%

increase in positive feedback for customers using Delivery Appointment Scheduling

Operational efficiency and cost savings:

19%

savings in  
carrier costs

3-Day

reduction  
transit time

