



Case Study

INDIA'S MOST INNOVATIVE
SLEEP SOLUTIONS BRAND

How Unicommerce Helped **Flo Mattress** Achieve 10X Growth In Sales



eCommerce Selling Simplified

Higher Sales | Lower Operating Cost | Hassle-free Management

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CHALLENGES FACED



Handling both B2B & B2C sales across channels
(Shopify based website & marketplaces)



Fulfilling custom-sized (mattress) orders



Managing inventory for raw material



Centralizing fulfillment from multiple locations



Tackling returns & order cancellations

Flo is India's most innovative sleep solutions brand with two variations of their mattress: **ergo** (for those who prefer softer ergonomic support) and **ortho** (for those over the age of 60 or anyone that needs firmer orthopedic support).

Selling **Direct to Consumers**, the homegrown brand is dedicated to untangling the process of mattress shopping, and lets customers order a mattress (even a custom size) online, in **3 simple clicks**. Flo customer gets **100 night free trial and 10 year warranty** with their purchase.

The company was searching for a reliable supply chain solutions provider to support them in making their products available to customers across the country, **improving the order fulfilment processes & maintaining high customer experience** by reducing returns and cancellations.

SOLUTIONS OFFERED BY UNICOMMERCE

01

Unicommerce enabled Flo mattress to **seamlessly manage orders across their own website, track inventory accurately and handle returns** effectively, helping them maintain their productivity and increase profitability

02

The brand can now easily **create custom sales orders and keep a track of each item automatically**, to further manage B2B sales through Unicommerce **saving them time & lowering the manpower costs**

03

Solving the **huge packaging issues with varying dimensions**, Unicommerce allowed Flo mattress to use a **split shipment feature to assign unique AWB** in case of two mattresses present in a single order

04

With Unicommerce, the brand was able to manage inventory of raw material such as fabrics, foams, labels, stickers, booklets, etc., adjust inventory upon consumption and **update inventory levels in real-time**

05

With Unicommerce's advanced reports and dashboards, the brand was able to maintain and track crucial **sales developments, growth metrics, top-performing SKU products**, etc., to plan future business strategies

CLIENT IMPACT

10X

GROWTH IN SALES
(IN WEBSITE ORDERS)

3.2X

GROWTH IN CATALOGUE

~90%

DROP IN
CANCELLATIONS

30%

IMPROVED ORDER
FULFILMENT RATE

The brand was encountering various issues while managing sales of custom size mattress orders across channels, i.e, **own website & marketplaces**, but with consistent support from the Unicommerce team, the brand now processes over **12K orders per month** from a single panel and has seen **an overall 10x growth in sales**

With Unicommerce, the brand seamlessly handles fulfilment of custom sized B2C & B2B shipments, with better traceability of each order item, improving their **order fulfilment rate by 30%**

Unicommerce allowed the brand to simplify inventory management, have complete visibility over stock levels across multiple warehouse locations and track orders in real-time leading up to **efficient deliveries** and a **drop in cancellations by 90%**



GAURAV ZATAKIA
Founder & CEO,
Flo Mattress

“ Before we discovered Unicommerce, we relied on multiple spreadsheets & manual efforts, in order to manage incoming orders across channels. But as our volumes grew, managing orders manually became increasingly challenging.

Unicommerce helped us streamline & automate our eCommerce operations over the last several months, and their customer support is fantastic to work with. We recommend them to everyone we know.

”

Case Study : Flo Mattress

ARE YOU LOOKING FOR AN E-COMMERCE AUTOMATION SOLUTION?

DRIVE HIGHER SALES | LOWER OPERATING COSTS

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