

CUSTOMER STORY

Icon By Design streamlines operations with flexible process automation

About Icon By Design

Icon By Design is a fast-growing online retailer specializing in designer Scandinavian-inspired furniture, sold directly to customers.

Driven by a unique business model, they offer two purchasing options:

Customers can 'Buy Now' at a discount of 50% off the normal designer price and they dispatch the item the next day, or

Customers can choose to 'Pre-Order' and receive an additional 20% discount.



Challenge:

operational inefficiency

Icon By Design realized that the only way to free up valuable time and resources so that they could focus on serving customers and provide a great post-sale customer experience was to adopt a highly automated business process.

"I investigated several options based on past experience and, after discounting the inadequacies of software that took the traditional approach, realized that Solvexia was the only way to resolve a series of seemingly intractable problems within a short time frame and with a high degree of certainty that we would have the necessary flexibility to adapt to changes in circumstances."

Adam Light
Co-Founder and MD

Solution:

flexible workflow automation

"The first business problem that we resolved with Solvexia related to automation of our dialogue with customers who pre-order items. The lead time for these purchases can vary from two weeks to three months, depending on the purchase cycle. It is imperative that we maintain a meaningful dialogue with our customers over this period, keeping them informed of the status of their order. This is a complicated process that requires an automated workflow between our e-commerce, financial, and logistics systems."

"Solvexia came to the rescue with its extraordinarily flexible way of sourcing data, manipulating data to configure an automated process, and integrating our email into the workflow."

"Subsequently, we used the Solvexia platform to combine, map, reconcile, and visualize data from all of our systems. The general rule is, if you can describe the desired end result, Solvexia can automate the process. You can build as many processes as you like for the same price and you can't break the system. Data storage is via a highly secure cloud (used by major banks) and everything you do is automatically documented. This has been a major time saver and enabled a small, lean team to achieve outcomes that would normally require additional staff."



Results:

integrated operations

Icon By Design used Solvexia to construct a number of automated workflows and processes, including:

- Inventory reconciliation between e-commerce, financial, and logistics systems;
- Receipting of orders to a third-party warehousing supplier;
- Exception reports regarding order lead times; and
- Record keeping for time-dependent processes that have variable field values.

About Solvexia

Solvexia is a low-code platform that automates spreadsheet-driven data preparation and manual processes. It enables finance to free up their time by running processes 100x faster with 98% fewer errors, allowing businesses to reallocate essential resources to value-added work.

Finance and accounting teams choose Solvexia to unify data from systems and spreadsheets and automate their processes without involvement from IT. Its drag-and-drop interface makes it fast to deploy and easy to learn. Solvexia combines and manipulates data, performs calculations and creates interactive reports, analytics and smart dashboards for richer insights for your stakeholders.

You can leverage Solvexia to automate hundreds of processes for your company, including reconciliations, revenue and expense reporting, regulatory compliance, rebate management and much more.