



# FREEDOM

## CASE STUDY

**Freedom unlocks inventory and transforms omnichannel customer experience with Fluent Order Management**

**Legacy systems were hurting sales and customer experience.** So, Freedom Australia partnered with Fluent Commerce and Nagarro to implement Fluent Order Management. This resulted in big efficiency. Read the full story.

**Key Results:**

**Reduced order cancellation by 85%**

**Increased stock accessibility by 10x**

**Increased fulfillment centers 12x (from 5 to 62)**

**Grew home delivery for homewares (from 55% to 65%)**

**Company Background: 40 years of growth and innovation**

Established in 1981, Freedom is one of Australia's most iconic furniture and homeware retailers. What started as a single store selling outdoor and pine furniture is now an established brand with over 62 retail locations.

Freedom boasts a diverse product range. Sofas, beds, curtains, cushions, and more are sold online and in stores across Australia and New Zealand.

**Challenge: Legacy systems hurting customer experiences and brand loyalty**

Freedom's legacy order management and e-commerce systems needed to evolve with growing customer and business demands. As a true omnichannel retailer, Freedom was (and still is) growing fast. With growth came challenges, including:

- Fulfillment costs eroding margins
- Split shipments and delivery costs eating up profits
- High order cancellation rates (by stores unable to fulfil)
- Lower-than-ideal customer satisfaction
- Poor inventory visibility
- Frustrated customers



“Customer satisfaction is extremely important to Freedom. At the end of the day, we needed the ability to free inventory and allow customers across Australia to purchase inventory from anywhere. Another key goal was to create a much more efficient picking and packing process for our stores,” according to Joshua Rich, Digital Fulfillment Team Leader.

Freedom needed inventory visibility across all their locations, and a better way to manage order sourcing and omnichannel order management processes.

“[Our previous setup] was rudimentary and did not allow the flexibility that was required of an organization of our size,” noted Joshua.

### **Solution: A complete digital overhaul to future-proof the business**

Freedom partnered with Fluent Commerce and Nagarro to support their digital transformation. They were undergoing a significant overhaul from “stone age to modern,” according to Joshua. This included:

- A new website
- Brand refresh
- Fulfillment process modernization

The goal was to lay the foundation for a future-proof architecture, using Fluent Order Management to provide:

- Inventory visibility and omnichannel fulfillment processes to support home delivery from all stores
- Enhanced pick and pack dispatch efficiency which reduced cancellation rates
- The ability to support both home delivery and pickup on a single order



- Sourcing logic to fit their unique needs like:
  - Limit the distance an order is sent based on value
  - Limit the distance an order is sent based on how fragile the item is

Best of all, the business team can review and update the logic. Without having to get developers involved. This saves them both time and resources.

“Fluent Order Management’s agile fulfillment logic allows us to be very flexible when the business or the customer demands it. Control is probably the biggest word I can use. Fluent Order Management has allowed us to control our fulfillment operations more deeply.” Joshua added.

Nagarro also extended Fluent Order Management to support Freedom’s unique escalation processes needs, including manual order reassignment to different locations if needed, which reduced refunds.

“The ability to put in place complex fulfillment logic to tailor our last mile is one of the fundamental positives we have seen with Fluent Order Management. We have also noticed an increase in the efficiency and accuracy of pick and pack processes. Today, we can control our fulfillment operation in so much more detail,” continued Joshua.

### **Results: Happy customers, increased sales, better margins**

“An OMS (Order Management System) is one of the single most important tools. You can have the best website, but if you can’t get inventory right, it’s useless. If you have 100 units but can only sell 10, what’s the point? Marketing spend gets wasted when your inventory is off,” comments Joshua Rich, Digital Fulfillment Team Leader.



Fluent Order Management has transformed Freedom's shopping experience and increased efficiency.

"Fluent Order Management enables us to be agile, changing safety stock buffers for active and discontinued items with ease. This saw our order cancellation rates drop dramatically to 1-2%, a remarkable improvement from the previous rate of 14%" according to Rich. This significant reduction in cancellation rates ensures consistent stock availability for customers." continued Joshua.

Freedom Australia's commitment to improving its customers' experiences have not gone unnoticed. In 2023, they were finalists for both a Power Retail All Stars award as well as 3 Australia Post Online Retail Industry awards.

"There is nothing worse than seeing something you like online and not being able to buy it. Especially for it to be in stock everywhere else, except where I want to buy it. It's so frustrating. Unlocking this extra inventory improved our customers' shopping experience," Joshua added.

Over the last three years, Freedom has been able to scale with ease. Some key outcomes they've seen since implementing Fluent Order Management include:

- Reduced cancellation rate by 85%
- Increased stock accessibility by 10x
- Increased fulfillment centers 12x (from 5 to 62)
- Grew home delivery for homewares from 55% to 65%

**"Omnichannel retail is at the core of what we do and Fluent Order Management allows us to deliver it."**

Joshua Rich,  
*Digital Fulfillment Team Leader*



## What's next

“Our next step with Fluent Order Management will make a huge change in the way we get orders out the door!”

The team at Nagarro is working with Freedom to integrate Fluent Order Management with Shippit, a carrier solution, so they can further optimize their packaging such as more tailored dimensions of parcels. This flexibility around parcel dimensions will decrease shipping costs further. Plus, support the team’s unwavering commitment to become a more sustainable business.

In the future, customers can also look forward to “on demand” orders where they get to select date and time slots for their deliveries, using Fluent Store. Fluent Store will enable store staff to prioritize picking and packing of orders based on the fulfillment type, so that they can support this experience.

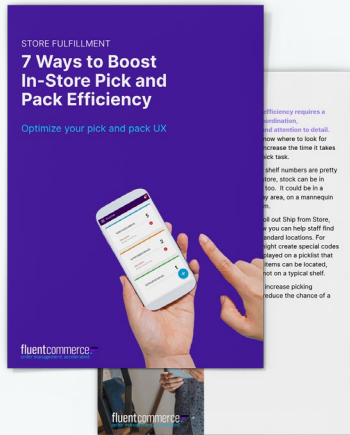
They also have plans to get granular on their split shipment logic. Splitting orders based on order value (ex: “don’t split orders for low-value items but do split orders for high-value items”).

### **“OMS unlocked our inventory.”**

Joshua Rich,  
*Digital Fulfillment Team Leader*



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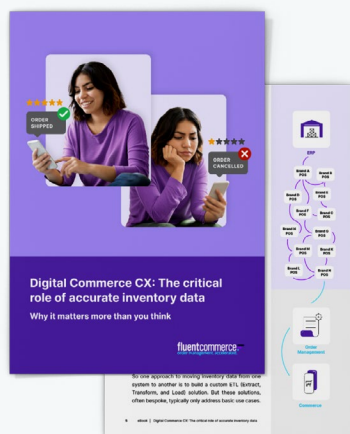
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