Qbedding
Case Study

Their Situation

Qbedding, a prominent home comfort retailer established in 2008, faced significant challenges in managing its expanding shipping operations across *four physical stores* and an increasingly active online presence in North America. The company's rapid growth in eCommerce highlighted inefficiencies in its shipping processes, leading to issues with cost control, order fulfillment, and customer satisfaction.

Disjointed carrier platforms required time-consuming manual processes, creating discrepancies in shipping costs, delays in order processing, and a fragmented customer experience. To sustain growth and remain competitive, Qbedding needed to implement Insight Works-Dynamics Ship solution, a unified shipping management system that could integrate seamlessly with its existing **LS Central SaaS** environment.

The Implementation

Optimus Business Transformation collaborated closely with specific operational needs. The project centered on integrating **Dynamic Ship** with **LS Central** SaaS to streamline shipping processes and enhance cost accuracy across all sales channels.

The implementation involved configuring real-time rate shopping capabilities, establishing direct carrier integrations, and creating efficient workflows for package management. In partnership with Optimus, Insight Works provided hands-on support to ensure the solution met Qbedding's technical requirements and optimized existing shipping procedures.

Optimus facilitated a smooth transition by combining technical expertise with a deep understanding of Qbedding's multichannel retail environment. Continuous collaboration and responsive communication minimized disruptions, enabling Qbedding to maintain seamless operations while adopting the new shipping workflows. This partnership ensured that the implementation aligned with both technical and business goals.

The Solution

Qbedding integrated Dynamic Ship into LS Central SaaS during the migration from NAV to Business Central, replacing Ship Station to reduce manual data entry and streamline shipping. The solution centralizes UPS operations, offering rate comparisons, label creation, and package tracking within LS Central.

Dynamic Ship's automated rate shopping allows Qbedding to select cost-effective shipping options in real-time. It also streamlines label printing and tracking, reducing delays, improving cost management, and enhancing logistics visibility.

Additionally, advanced shipping analytics and reporting tools empowered Qbedding's leadership to make data-driven decisions regarding carrier selection and shipping strategies. This comprehensive solution resolved operational bottlenecks and enhanced customer service, positioning the company for sustainable growth in an increasingly competitive market.

Benefits

The integration of Dynamic Ship with LS Central SaaS transformed Qbedding's shipping operations through key efficiency improvements. The system streamlines workflows by automatically calculating measurements from box numbers and generating shipping labels without manual data entry.

Real-time UPS rate accuracy and an all-in-one interface for shipping tasks, including insurance and signature requirements, allow the team to process orders more efficiently. The unified platform eliminates the need to switch between multiple systems, enabling staff to manage all shipping tasks from a single screen within LS Central.

"Dynamic Ship transformed our shipping from a daily challenge into a competitive advantage. What used to take hours now takes minutes – it's like having a shipping expert built right into LS Central." Chanceline Hyman-Stewart, Operations Director at Qbedding

Conclusion

The partnership between **Qbedding and Optimus Business Transformation** demonstrates the importance of implementing the right solution with expert guidance. The integration of Dynamic Ship streamlined Qbedding's shipping operations, reducing processing times by **30%**, cutting shipping costs by **20%**, and improving on-time delivery rates by **15%**. Additionally, operational efficiency increased by **50%**, allowing the team to shift focus from manual tasks to strategic goals.

These results underscore the transformative power of Dynamic Ship and Optimus' tailored approach. Qbedding now operates with enhanced shipping accuracy, scalability, and customer responsiveness—proof that the correct shipping management solution drives measurable success in a competitive retail environment.