

EZ Living Furniture CASE STUDY

EZ Living Furniture is one of Ireland's largest furniture retailers, now operating 22 stores nationwide. Alongside their physical presence, EZ Living Furniture has built a strong online platform, offering a wide range of products, from stylish sofas and dining sets to mattresses, home accessories, and seasonal items

The Challenge

As EZ Living Furniture expanded, managing deliveries became increasingly complex. The company relied on a largely manual process that required four full-time employees each day to handle every aspect of order preparation and routing.

Staff were tasked with consolidating orders in Excel, prepping them, assigning them to geographic zones, planning delivery routes, optimising the routes, preparing dispatches, and finally closing them. This process was not only time-consuming but also prone to errors and delays.

The route planning tool connected to their previous ERP had been designed more than 10 years earlier, and its capabilities were limited. It could only optimise the final leg of a route that had already been manually planned, meaning 90% of the work was still done by hand before the system was involved at all.

On top of that, customers frequently called the customer service centre to check on the status of their deliveries, adding further pressure to the team and limiting their ability to focus on higher-value tasks.

The Goal

- Reduce the time spent on route planning and order preparation
- Minimise manual effort and free up staff for higher-value tasks
- Improve delivery efficiency and accuracy across all locations
- Enhance customer experience with professional live tracking updates
- Lower the number of customer service enquiries related to delivery status

The Solution

Delivery Route Planning

Delivery planning at EZ Living Furniture involves high volumes, multi-item orders, and activity across multiple depots. SmartRoutes introduced a smarter way to organise and schedule deliveries, automatically grouping orders by location and building efficient routes without the need for manual zone allocation in Excel. The system now takes all orders for a given day and warehouse, and generates optimised routes across however many trucks are needed, a process that takes approximately two minutes.

Furniture deliveries often include multiple items, and not every order is straightforward. SmartRoutes allows EZ Living Furniture to manage partial deliveries and partial failures clearly. If part of an order is delivered but another item cannot be completed, the system records this immediately. Teams can then plan follow-up deliveries accurately without reworking the entire route. This flexibility is essential in a busy furniture operation where stock, access, or customer availability can affect the day's schedule.

What previously required significant coordination and manual oversight is now structured and controlled within a single platform.

Integration

A major part of the project was full integration through webhooks, connecting SmartRoutes directly with EZ Living Furniture's internal systems so routing is no longer operating in isolation.

Once routes are planned, dispatches are generated automatically and sent back to the EZ Living Furniture ERP via bespoke webhooks, removing manual effort from building the dispatch. As deliveries are completed, statuses update in real time and dispatches are closed automatically in the ERP using the same webhook approach, eliminating another previously manual step. The impact of this is significant. Previously, dispatches were not being closed for between 2-4 days after items had actually been delivered. With the webhook-driven integration, dispatches now close automatically within minutes of the delivery being completed.

This automation covers key task areas that were historically time-heavy: prepping routes, optimising routes, building dispatches, and closing dispatches at the end of the day. The integration created continuity between planning, execution, and reporting, giving the business greater clarity over daily performance.

Customer Notifications and Live Tracking Links

For a furniture retailer, the day the delivery happens matters. Customers are often waiting at home for large items, and uncertainty leads to frustration. SmartRoutes introduced live tracking links that provide customers with visibility into their delivery window and driver progress throughout the day, delivered via SMS or email.

Customers now receive professional, branded tracking updates that replaced what had previously been a basic, unpolished experience. The clarity and quality of the tracking links have significantly reduced uncertainty for customers and presented a far more credible delivery experience. Driver responses to controllers are also captured in the system, giving the team a clear, real-time view of what is happening on the road.

Proof of Delivery

SmartRoutes also brought structure to proof of delivery. Drivers now capture eSignatures, take photographs at the point of delivery, and scan individual items to confirm accuracy. Each delivery creates a clear digital record, including instant updates and images that can be viewed by customer service or store teams.

This provides accountability and speeds up issue resolution if questions arise. Teams have a full history and status overview for each order, allowing users to review order completions and related history in seconds rather than piecing information together from different systems. For EZ Living Furniture, it means stronger control over delivery completion and better documentation across every depot, with a single source of truth for order status.

With live tracking links and automation in place, customers have visibility into their deliveries without needing to call for updates, leading to a significant reduction in 'Where is my delivery?' enquiries and freeing the team to focus on more complex customer needs. By improving first-attempt delivery success, the team avoids unnecessary unloading and reloading of stock and cuts out the need to reschedule missed deliveries, freeing capacity to route new orders on subsequent days instead of revisiting failed ones.

“ We would have absolutely no hesitation in recommending SmartRoutes. The collaboration and interaction with the SmartRoutes team has been second to none. It's made quite a large impact on the way we now do business – it's brought us up a level that we didn't have before.

**- Luke Rolfe, System Support & Product Owner - IT Development Dept.
at EZ Living Furniture**



The Outcome

The impact of SmartRoutes was felt almost immediately across EZ Living Furniture's delivery operation. What had previously required the equivalent of four full-time team members each day is now managed with just half of one full-time role. The daily workload has been reduced by approximately 85%, releasing significant time back into the business.

The customer service centre has also seen the benefit. With live tracking links and automation in place, customers have visibility into their deliveries without needing to call for updates, leading to a significant reduction in 'Where is my delivery?' enquiries and freeing the team to focus on more complex customer needs. Fewer failed deliveries mean less stock unloading and reloading and fewer rescheduled drops, freeing capacity for new orders the next day.

Operationally, the business now has clearer visibility across multiple depots, stronger control over delivery completion, and a consistent digital record for every order. The process is structured, reliable, and scalable. For EZ Living Furniture, SmartRoutes has not simply reduced planning time. It has reshaped how deliveries are managed across the organisation, creating a more efficient operation that supports continued growth.

The Results



85%

reduction in daily route planning man-hours



30%

reduction in calls about delivery status and order location



10–15%

improvement in first-attempt delivery success



2 minutes

how long it now takes to generate daily routes in each warehouse

Contact Us

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