

OzLINK Customer Success Story

Lumens Light + Living

Lighting Up Customer Service With OzLINK



At a Glance:

Lumens Light + Living got their start over twenty years ago in Sacramento, California. The company has a reputation for innovative products and award winning lighting design for residential, restaurant, and commercial projects. Lumens mission is to provide the very best design-oriented lighting, fans, and home accessories. Their designs come from the most contemporary international designs to modern interpretations of classic design.

Industry: Retail

Oz Solutions: OzLINK Custom

Applications: UPS WorldShip®, NetSuite

Key Benefits:

- Cut their return time in half, saving the equivalent of \$17,500 per year .
- Streamlined their return process to create better visibility of incoming returns
- Reduced clerical tasks by 96%

The Challenge:

Lumens was having difficulty managing customer expectations when an order was returned. They support over 200 vendors and 80% of what they sell is drop-shipped. Based on their supplier agreements, there may be re-stocking fees if the return location is different and the processes in handling vary. Their return merchandise authorization (RMA) and warehouse processes were not integrated. This created the following challenges:

- Too much clerical time processing the returns being driven by the RMA process
- Limited visibility and options from the customer on incoming goods
- Additional labor costs performing manual tasks rather than being focused on servicing the customers

With the growth Lumens was experiencing they realized they needed to streamline this process to ensure they could continue to provide their renowned customer service.

The Solution:

Lumens worked with OzLINK to integrate the RMA process. They started with customer engagement and logistics by eliminating error prone manual steps and processing time. Now when an RMA is initiated, the customer choices are greater based on the UPS service offerings. They can receive a return label via e-mail, bring the product to a UPS Store, or have a UPS driver pick up the item. "OzLINK cut two to three hours per day of clerical work out of our returns processing," said Richelle Cinco, Returns Operations Manager. The data now flows directly from NetSuite to UPS WorldShip® and has cut time by 96% as compared to our old manual process. It has been such a great tool and our use of OzLINK will continue to evolve."

"The team from OzLINK has a deep understanding of logistics, which helped get our OzLINK solution implemented in just a few days."

*-Richelle Cinco,
Returns Operations Manager,
Lumens Light + Living*



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