CASE STUDY

TrueCommerce™

RC Willey Optimizes Supply Chain with TrueCommerce Home



WHAT WE ACHIEVED

Faster Fulfillment

Order automation accelerates vendor communication and speeds up DC delivery.

Customer-First Visibility

Real-time order tracking supports better service and transparency.

Efficiency at Scale

Increased volume capacity without adding headcount.

The Objective

Replace a legacy EDI platform with a robust, cloud-based supply chain solution to improve order processing speed, enhance customer service, and manage inventory flow more efficiently. The new system needed to support high-volume operations and provide better visibility for internal teams and customers alike.

The Solution

RC Willey implemented TrueCommerce Home to automate EDI transactions including POs and acknowledgements, with plans to add ASNs.
The cloud-based solution enabled real-time visibility and consistent order tracking, supporting rapid fulfillment while eliminating manual entry bottlenecks. By accelerating vendor communications, RC Willey gained a competitive edge in the race for product and reduced customer-impacting delays.

Next-Level Tracking with ASNs

RC Willey is implementing Advance Ship Notices (ASNs) to gain even greater visibility into inbound shipments and support more accurate delivery planning at the DC level. This will enhance tracking automation and streamline delivery prep.

Scaling for Online Growth

With eCommerce sales more than doubling, RC Willey is evaluating TrueCommerce's drop shipping capabilities to further automate fulfillment for consumer-direct orders. As online becomes a critical brand channel, TrueCommerce continues to support RC Willey's strategic expansion.

"One of the key benefits of TrueCommerce Home is more consistent and better order tracking, with fewer errors. The ability to see where product is and know when it will arrive at our DCs is critical to our customer experience."

Stuart Peterson
VP of Supply Chain, RC Willey Home Furnishings

The Results

Automated for Volume and Speed

With TrueCommerce Home, RC Willey accelerated order entry for 10,000+ purchase orders, avoiding bottlenecks that could delay fulfillment and frustrate customers.

Improved Order Tracking

Real-time visibility into order status has helped RC Willey keep customers informed and reduce errors, leading to smoother communication and better service.

Error Reduction with Vendor Alignment

Automation has eliminated backlogs from manual processes, ensuring vendors receive orders quickly and accurately to avoid missed production cycles.

Operational Growth Without New Headcount

With improved efficiency and reduced errors, RC Willey has handled more transactions without increasing staff—saving time and resources.

A Flexible Foundation for Future Expansion

RC Willey is currently expanding their use of TrueCommerce Home to include ASN support and is exploring drop ship automation to scale eCommerce fulfillment.

Confidence in Partnership

“The TrueCommerce Home team is professional, skilled, and responsive. They understand our business and bring strong value to our operations.” —Stuart Peterson, RC Willey

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