



How Cilek Kids Room Manages Shopify Sales Fulfillment 50% Faster with Freight Club

9.5%

Increase in revenue year-over-year

80%

Of all sales volume ships with Freight Club



“Freight Club’s technology and automation bring a big competitive advantage to our business.

We have time back to focus even more closely on running our business and satisfying our customers.”



Talha Cilek,

President, Cilek Kids Room



Cilek Kids Room is a leading international furniture brand based in Turkey, specializing in imaginative designs for children, teenagers, and even adults

Highlights

Challenges

- Relying on time-eroding manual processes to fulfill Shopify sales orders
- Sourcing quotes, booking carriers, and tracking orders all painfully onerous
- Lacking the performance data on carriers to make the best decisions

Solution

Cilek Kids Room implemented **Freight Club**. Now, they:

- Manage the whole shipping experience from a single, easy-to-use platform
- Eliminate all manual work thanks to seamless automation with the Shopify store
- Send tracking information automatically to customers at critical stages.
- Use Freight Club for claims management, which achieves industry leading claim approval rates

Results

- 50% reduction in time spent managing sales fulfillment
- More time recovered to focus on higher-value business tasks
- 9.5% increase in sales revenue YoY
- 80% of all Shopify sales volume ships with Freight Club

Challenges

Painfully manual fulfillment processes reduce business efficiency and profit

Before they found Freight Club, fulfilling sales orders within the U.S. market was a constant headache for Cilek Kids Room—and was taking crucial time and profit from the business.

“One of the major costs for our business is freight and shipping,” says President of Cilek Kids Room, Talha Cilek. “We were constantly searching for new companies that could save us money in this area, because any savings positively impacts our business tremendously.”

The high cost of shipping was just one element of a bigger operational problem.

The majority of Cilek Kids Room’s orders came through its Shopify website. Every step of fulfillment that followed—from sourcing shipping quotes, to booking, documenting, and tracking sales orders—was painfully manual and onerous.

To find the best quotes, Cilek Kids Room had to visit multiple broker sites and physically punch in key information, such as order dimensions and weight, line by line.

Then, when they booked their preferred carrier, often they had to re-enter the same information; and manually add even more details, such as product information and shipping addresses. In the case of bulk orders, data entry quickly spiraled into an unsustainable workload.

Time-eroding tracking processes

Tracking orders and sending shipping notifications to customers was even more convoluted.

Because most carriers sent updates by email, the business was constantly trawling through inboxes to ensure they caught every email.

If tracking updates were missed—and customers weren't notified—Cilek Kids Room received needless customer service calls, wasting more time and money.

With so much manual workload, and no central shipping solution, Cilek Kids Room was wasting hours of valuable resources every working day, giving them less time to focus on strategic priorities.

No performance data on carriers and shipments

To drive down shipping costs and improve customer satisfaction, Cilek Kids Room needed key data about carriers at their fingertips. But current brokers provided absolutely nothing.

"I wanted to know things like how much the average shipping cost was in specific states. Or the difference between different freight carriers on delivery time and damages, but my existing brokers couldn't provide the analytics to do that," says Talha.

Talha knew there had to be a better way to fulfill customers' orders, enhance the business' reputation, and boost their bottom line.

Enter Freight Club.

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Solution

Automating end-to-end fulfillment, all from a single platform

As a dynamic business leader always on the lookout for more efficient ways to operate, Talha discovered a unique new solution: Freight Club.

Freight Club is the only end-to-end freight shipping platform that effortlessly manages everything from quoting, booking, and tracking to claims management and secondary insurance protection, without subscription fees.

“Freight Club had the features, technology, and automation I’d been looking for,” says Talha. “I loved the idea that rather than all the hassle of working across many different brokers with many different systems, we could simplify it to one smart company with a central platform.”

While getting started with new software sometimes feels like a big leap, Freight Club makes it easy. Its dedicated customer experience team worked closely with Cilek Kids Room to ensure they understood every aspect of the platform—and maximized its value to unlock savings and efficiencies from day one.

Seamless flow of order information from the Shopify store to the Freight Club app

At the outset, Cilek Kids Room installed the Freight Club app on their Shopify store. The shipping app, available for free on the Shopify app store, enabled them to manage the whole shipping experience from a single platform.

Suddenly, Cilek Kids Room was freed from all the manual work that had been grinding them down. They were able to instantly simplify their shipping and remove the risk of entering incorrect data by automatically synchronizing the details of each order with Freight Club, allowing them to quote and book shipments effortlessly.

Without entering a single line of data manually, Cilek Kids Room can see live and accurate shipping quotes from as many as 30+ carriers. When they select a carrier, orders are fulfilled automatically and tracking codes and Bills of Lading (BOLs) are automatically generated.

“Where previously we had to enter every detail from scratch, with Freight Club, everything is synced automatically,” says Talha. “Once we get an order on Shopify, it is already populated in Freight Club. All we need to do is click ‘quote’. We see the prices and book the service and cost we prefer. These automated processes have significantly eased our operations.”

Tracking made simple with email automation

Order tracking is also massively streamlined with Freight Club.

Instead of trawling through emails and sending tracking notifications manually, Freight Club shares them automatically and directly with customers.

When Cilek Kids Room first started working with Freight Club, automated notifications were only sent when the carrier confirmed a booking.

While this already saved the company an enormous amount of time, they wanted to keep customers connected at every step of the journey. So they asked Freight Club if notifications could also be raised when orders went into transit.

Freight Club—which prides itself on listening to customers to make its platform even better—responded positively and quickly. They built out the new feature in weeks—and have now rolled it out to all customers, so everyone can benefit.

Thanks to Freight Club, Cilek Kids Room’s customers know exactly what’s happening with their orders, with no extra workload for the business.

Enterprise rates from trusted carriers

Cilek Kids Room also benefits from highly competitive enterprise freight rates, with no minimum volume requirement. Even better, they get to select from 30+ pre-vetted and trusted carriers.

“Freight Club tends to be the best out of all of the other companies that we used to work with,” says Talha. “Even when cheaper options may be available from other brokers, we still choose to work with Freight Club because of their ease of working and how much time they save us by simplifying our workflow.”

Freight analytics support better operational decisions

With Freight Club, Cilek Kids Room has access to all the shipping data it needs to improve fulfillment, reduce costs, and satisfy customers.

From an easy-to-use dashboard, they compare how different carriers perform on everything from rates to speed to damages; helping them make the best decisions for their business and customers.

“This data is crucial to our business success, because if we make bad decisions, it ends up costing us financially and upsetting our customers,” says Talha. “With Freight Club’s technology and detailed reporting, we have more insight to shape better future decisions.”

Simplified claims management

Claims management is yet another operational headache that Freight Club solves.

When Cilek Kids Room makes a claim against a carrier, they file it through the platform. Freight Club’s expert team then picks up the process for them, achieving industry leading claim approval rates. This saves time and recovers more lost revenue for the business.

“Freight Club tries to solve these issues on our behalf, which saves us more time,” says Talha. “They also organize monthly meetings with us to discuss any issues we’re facing with specific carriers, and then hold them accountable, which I really appreciate.”

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Results

Managing fulfillment in half the time—and increasing sales revenue by 9.5% in a year

Freight Club unlocks massive business efficiencies for Cilek Kids Room. Within weeks of implementation, the business **reduced the time it spends managing fulfillment by a staggering 50%**.

“Freight Club’s integrations and automations give us so much time back,” says Talha.

“You get multiple shipping quotes without any manual data entry, because it’s already synced from Shopify. Bookings and tracking are just as fast and automatic. It’s a huge improvement on where we were before.”

With several working hours recovered every day, employees can focus on higher-value tasks that directly support business growth, rather than wasting vital human resources on onerous chores.

“Freight Club removes a lot of stress for us and enables us to focus even more closely on running our business and satisfying our customers,” says Talha.

With labor-intensive processes replaced with automation, Cilek Kids Room fulfills more orders than ever. **In the past year, revenue has increased 9.5% across LTL and parcel shipments.**

With fulfillment now so streamlined, Cilek Kids Room trusts Freight Club to manage the lion’s share of its Shopify sales volume. **Today, 80% of all Shopify sales are shipped using Freight Club.**

Because Freight Club provides the analytics Cilek Kids Room needs to accurately track the performance of carriers, the business makes better fulfillment decisions based on accurate data. This reduces overall costs and improves customer satisfaction.

Talha recommends Freight Club to any ecommerce store looking to save time and money fulfilling sales and satisfying customers, while receiving a personalized service that sets it apart from the competition.

“I would just say, definitely, ecommerce stores need to try Freight Club for their service, style, portal, and pricing,” says Talha. “Freight Club’s technology and constant advances in automation bring a big competitive advantage to our business.”

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Need a smarter shipping solution that saves your business time and money?

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