



CHATTERSON'S FURNITURE AND APPLIANCES CASE STUDY

Chatterson's Furniture and Appliances, a proud MEGA Group member, is a locally rooted retailer offering quality furniture, mattresses, and appliances with personalized service and national buying power.



THE CHALLENGE

Chatterson's Furniture and Appliances faced growing operational strain as their appliance division expanded rapidly. Relying on paper-based systems for invoicing and inventory tracking led to frequent errors, inefficiencies, and mounting frustration among staff. Without a digital solution, inventory management was chaotic and order accuracy suffered—ultimately impacting customer service and the company's ability to scale effectively.

SOLUTION

To address their operational challenges, Chatterson's Furniture and Appliances adopted Windward Software's cloud-based CRM and inventory management system. The decision was driven by the need for a reliable, easy-to-use platform that didn't require in-house technical expertise. The implementation process was made effortless by Windward's dedicated onboarding specialist, who guided the team through setup and training, ensuring a smooth and stress-free adoption.

THE RESULTS

Since adopting Windward Software, Chatterson's Furniture and Appliances—proud members of the MEGA Group—have seen transformative improvements across their operations. The cloud-based system has brought clarity, consistency, and control to their growing appliance division. Key outcomes include:

- Zero downtime and near-perfect system stability
- Accurate, real-time inventory tracking, eliminating manual errors
- Improved order accuracy, reducing customer complaints and returns
- Streamlined workflows, allowing staff to focus on customer service
- Faster onboarding and training, thanks to Windward's intuitive interface and support

"Choosing to move to the cloud was a no brainer, we have zero technical skills related to computer maintenance and Windward provided a cost effective, well developed and fairly easy to use cloud program..."

The move to Windward not only solved their immediate operational challenges but also positioned Chatterson's for continued growth and success in a competitive retail landscape.

AT A GLANCE

- **Industry:** Home Goods
- **Challenge:** Paper-based systems caused inventory errors and order inefficiencies during rapid growth
- **Solution:** Windward System Five on Cloud
- **Results:**
 - Accurate, real-time inventory tracking
 - Streamlined order processing
 - Zero downtime
 - Improved customer service
 - Scalable operations with minimal IT burden

