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Rayon > Customers > Live Light

✦ Furniture supplier

How Rayon helped **Live Light** boost sales & streamline shipping

The viewpoint of a 10-person sales squad

Challenge

Live Light, an eco-conscious brand offering high-end refurbished furniture for rent, faced a key challenge: their sales team lacked experience with design tools to create professional, to-scale floor plans and test fits.

This inefficiency slowed the sales process and made it difficult to communicate furniture layouts to clients visually. In some cases, mismatched test fits led to costly re-shipments, affecting efficiency and customer satisfaction.

Solution

Live Light's sales team quickly adopted **Rayon**, finding it intuitive and easy to use. By integrating Rayon into their sales process, the team can quickly create accurate, to-scale test fits using a dedicated block library of their furniture collection, transforming their role from sales representatives to advisors and helping clients visualize their spaces with precision.

As a result, Live Light has significantly reduced costly re-shipments, enhanced customer satisfaction, and increased deal closures.



Live Light's Furniture

“ Rayon enables our sales team to create accurate test fits for clients. We built a block library of our furniture collection, allowing the team to add items to floor plans at scale faster. When we show a plan to clients, they see the actual furniture pieces on the drawing, helping us close deals and avoid layout mistakes. ”

Prisca d'Oultremont CEO of Live Light

The story behind Live Light

Live Light is a furniture rental company based in Antwerp that serves a market spanning the entire Benelux. Their mission revolves around sustainability and circular economy principles, demonstrating that **eco-conscious interiors can be both stunning and affordable**. Their mission is to reduce furniture waste by offering stunning, high-quality, refurbished furniture for rent as an alternative to purchasing new. With a focus on top-tier customer experience, **Live Light ensures that every aspect**—from first contact to the sales process up to the final delivery—**is seamless**.



Live Light's Furniture

Overcoming sales and Logistics challenges at Live Light

To uphold their high standards, Live Light required a more efficient method for creating and sharing professional-looking floor plans with clients. However, **their sales team lacked experience with design software**, resulting in poorly executed and inaccurate floor plan layouts. This led to **delays in sales** and sometimes caused the shipping of furniture pieces that did not fit clients' spaces. These errors disrupted the process and resulted in **costly re-shipments** and a subpar customer experience.

How Rayon transformed Live Light's sales process

Rayon provided Live Light with a powerful solution to overcome their sales challenge and enhance the client experience.

It was a **user-friendly, intuitive software that the sales team could learn quickly**. This allowed them to create **professional-looking floor plans** that impressed clients and **served as a powerful sales tool**. With Rayon, the team gained the ability to advise clients and explore different layout alternatives—going beyond simply selling furniture to providing a tailored, consultative experience.

Furthermore, Rayon's web-based nature enabled the team to serve clients remotely, with features like shared floor plan links and real-time annotations. Rayon transformed Live Light's sales process into a collaborative experience, helping to maintain a **top-notch client experience and convert leads to sales faster**.

Furthermore, the team built a custom block library featuring the Live Light furniture collection, complete with exact, to-scale measurements. This allows them to effortlessly drag and drop furniture items into floor plans, **ensuring precise, accurate layouts**. As a result, they ensure **a seamless sales and shipping process, preventing mistakes** and mismatches that lead to multiple shipments.

Rayon at Live Light today

Rayon has become an essential tool for Live Light's sales team, transforming how they interact with clients and manage logistics. By **creating accurate test fits with ease**, sales reps have shifted into advisory roles, **boosting deal closures while minimizing shipping errors**. As a result, Live Light has improved customer satisfaction, increased efficiency, and strengthened its reputation for high-end, sustainable interiors.

Book a demo to discover how Rayon can benefit your team, and apply to our design partner program for a free team trial.

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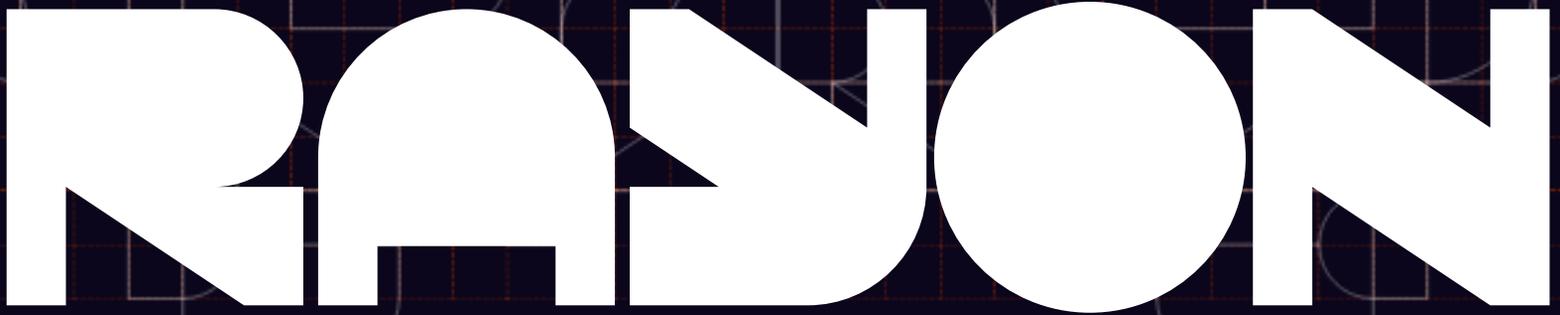
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