

# Dreaming with ZOPA - Heavenly Beds increases average order value by 54%

Heavenly Beds is an independent company and manufacturer of high-quality bedframes, mattresses and divans. Grounded in the belief that a bed is not just a place to sleep but is the focal point in a bedroom, the company works closely with local factories to replicate all the best features of the major brands, while leaving out the hefty price tag.

To further support customers, Heavenly Beds decided to offer finance through multiple providers with the aim of giving buyers as many options as possible.



## The Challenge

Heavenly Beds took on two different finance providers to service their full range of products. However, it encountered some challenges.

### Low conversion rates

Cumbersome application processes and poor user experience meant customers weren't converting at pace. Heavenly Beds was looking for a better customer journey to improve this.

### Poor customer journey

Both finance providers were offering cumbersome customer journeys with long application forms. The company wanted a provider who could offer a stellar UX at every point.

### Low average order value

Limited credit amounts meant customers weren't taking full advantage of the finance options Heavenly Beds was offering, with average order values that fell below expectations.

**"At Heavenly Beds, we work with industry experts and local manufacturers to produce the very best in quality products for our customers. ZOPA's finance solution aligns with our approach to giving customers a superior purchasing journey and product, and has helped them access higher order values, while boosting conversion for our business."**

Mohsin Karim,  
Director, Heavenly Beds

## The Solution

Heavenly Beds had heard about ZOPA’s success with other merchants in the beds and mattresses space, and decided to run ZOPA’s retail finance solution alongside its other providers – with excellent results.

### Seamless customer journey

ZOPA’s customer journey offered Heavenly Beds buyers a credit process of less than two minutes, from application to approval.

### Increased conversion rates

Thanks for ZOPA’s customer journey and its upselling tools including Eligibility Checker and Convert+, Heavenly Beds increased conversion rates by 14% year on year.

### Higher average order value

ZOPA’s robust lending capabilities saw Heavenly Beds increase its average order value by 54%.



### Main benefits of the Heavenly Beds -ZOPA partnership:

- Seamless customer journey
- Conversion rate increase of 14%
- Average order value increase of 54%

**14%**  Conversion rate