

Ornate Home Introduces Ornate Care Standard Framework Centering Human Judgment in Furniture Delivery

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Ornate Home, a California-based furniture retailer with showrooms in Santa Ana and Charlotte, has introduced the Ornate Care Standard, an operational framework built on a simple premise: AI tools work well for many tasks, but the moments that matter most in a furniture purchase still call for real human customer service.

The framework arrives alongside research showing where customers want a person on the other end of the conversation. An August 2025 HubSpot and SurveyMonkey study surveyed 15,000 consumers across seven global markets ? the United States, United Kingdom, Germany, France, Australia, Japan, and India ? about their preferences in retail and service interactions. The study found that 82 percent prefer human support even when wait times are equal, while 53 percent report disliking AI in service interactions. Only 25 percent expressed positive feelings toward AI in customer service settings ? a signal that automation fits some contexts and falls short in others.

Furniture delivery is one of those contexts. Data from Opensend and Stowfly released in late 2025 shows that

85 million packages arrived damaged in 2024, a 30 percent year-over-year increase projecting $4 billion in industry losses for 2025. Deliveright industry analysis places furniture-specific damage rates between 12 and 15 percent across average carriers ? figures that point to the value of clear, human-led damage reporting and resolution.

The Better Business Bureau's February 2025 consumer guidance on online furniture purchasing reflects a similar view. With the online furniture industry reaching $15.5 billion in revenue over the past five years, the BBB recommends that consumers verify delivery options, return policies, and contact information before purchasing ? exactly the elements Ornate Care Standard formalizes through documented policies and procedures.

The standard establishes six commitments. Every order is reviewed manually by a team member before fulfillment. Customer service decisions are handled by people, with AI used in a supporting role behind the scenes where it genuinely speeds up routine work. Delivery types are clearly defined ? White Glove, In-Room, Curbside, and Standard Parcel ? each with documented inclusions and exclusions. Customers receive pre-arrival contact and must have an adult aged 18 or older present to inspect and sign for deliveries. A 48-hour damage reporting window is established through a dedicated Damage Claim page, with original packaging retention required. A structured claims process is governed by published Return, Cancellation, and Delivery policies.

Ornate Home plans to track the system's performance through internal metrics including damage claim resolution time, the percentage of customer service interactions resolved on first contact, and customer satisfaction scores collected post-delivery. The company intends to review and refine the standard quarterly based on this data and direct customer feedback.

"AI has a real role in modern retail, and we use it where it helps ? organizing catalog data, surfacing product information, keeping routine operations moving," said Mehmet Uncuoglu, CEO of Ornate Home. "But when a sofa arrives damaged, or a customer is weighing a significant purchase for their home, that is a conversation for a person. The Ornate Care Standard sets a clear expectation: judgment, empathy, and accountability come from our team."

Ornate Home operates showrooms in Santa Ana, California, and Charlotte, North Carolina, serving customers nationwide through its online platform. The company represents multiple furniture brands and has built its reputation on customer support throughout the purchasing and delivery process. The implementation of these furniture care standarts formalizes practices developed through years of customer feedback and operational refinement.

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Ornate Home is a U.S. furniture retailer offering stylish, quality furnishings online and in-store. With showrooms in CA & NC and nationwide shipping, our site features over 20,000 products from top brands like Ashley Furniture.

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