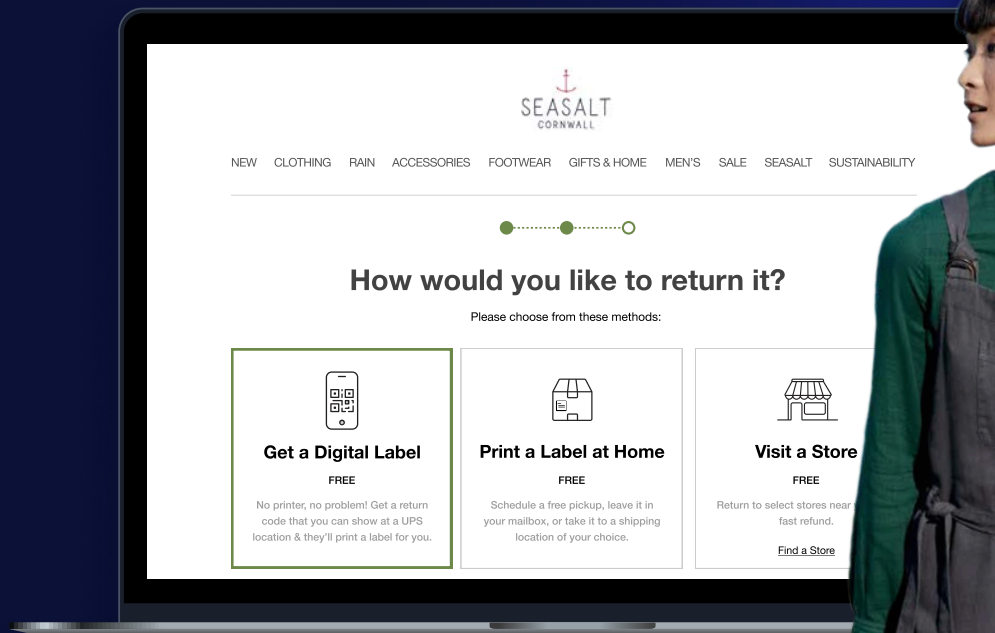




WISMR 37% down for UK fashion brand Seasalt Cornwall



By moving to Narvar's end-to-end returns management solution, Seasalt Cornwall saw a wave of rave reviews and 37% fewer "where is my refund" enquiries.

37%

fewer WISMR call enquiries

96%

of returns processed successfully

+ 40%

of customers adopted QR code & paperless returns



"Narvar by far had the strongest technology, as well as the people and processes to help us deliver all of our goals."

About Seasalt Cornwall:

What began with the Chadwick family's purchase of a Cornish general store in 1981, evolved into Seasalt Cornwall, a quality British fashion brand inspired by its birthplace. Seasalt now has 68 stores across the UK and was named as a CX disrupter by Retail Week.

Obsessed with customer experience

Listening to the voice of their customers is an everyday activity for Seasalt Cornwall's team. From monitoring chatbots and customer service logs to reviews and feedback, they obsess over the data to understand how their customers feel and behave.

The returns process emerged as an opportunity.

"As a CX department we always seek to uncover what's creating dissatisfying journeys for customers. WISMR (where is my refund) enquiries were a driver for dissatisfaction. This insight made putting energy into the post-purchase experience an obvious choice" explained Briony Yeates, Customer Experience Manager at Seasalt Cornwall.

As well as tackling points of friction for their customers, Seasalt wanted to lower their customer service overheads and minimize the impact of their returns on the environment.

A supported change to paperless returns

Digitizing returns was important for customer satisfaction and operational efficiency (faster returns and better data), but also for Seasalt's integrity as an environmentally conscious brand. In other words, going paperless was a must.

Knowing their customers well, Seasalt wanted to provide support and reassurance for the less tech savvy. They sent proactive communications about why and how the move to online returns was taking place, with their sustainability values at the heart.

Seasalt introduced a 'hypercare' strategy with retail and customer service teams educated and ready to support customers if they needed it. In practice, very few did.

In the background, the Seasalt team worked closely with Narvar to ensure a seamless implementation of the online returns process.

“Running the project with the Narvar team was really supported, it was very thorough. We were given very clear project dates and timelines and resources from both sides” Briony shared.

“We had that dedicated support from the Narvar implementation team as well as our CSM to help see us through those [implementation] days into a business as usual service”.

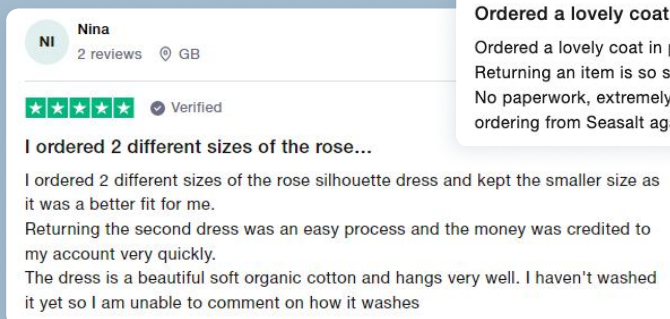
37% fewer customers ask “where is my refund?”

With Narvar’s end-to-end returns management solution, Seasalt is now sending proactive notifications to update customers on their return

and refund. Customers can also check the status via Seasalt’s returns portal. This has radically improved the customer experience and removed the burden from Seasalt’s customer service center.

Prior to using Narvar 4.6% of customers making a return would contact customer service about the status of their refund—this has dropped to 2.5%. Overall, there has been a 37% decrease in WISMR (where is my refund) enquiries.

“Our NPS and CSAT scores have all improved since introducing Narvar for returns.”



Nina
2 reviews · GB

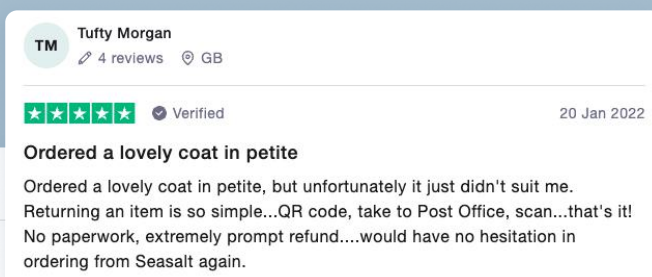
★★★★★ Verified

I ordered 2 different sizes of the rose...

I ordered 2 different sizes of the rose silhouette dress and kept the smaller size as it was a better fit for me.

Returning the second dress was an easy process and the money was credited to my account very quickly.

The dress is a beautiful soft organic cotton and hangs very well. I haven't washed it yet so I am unable to comment on how it washes



Tufty Morgan
4 reviews · GB

★★★★★ Verified 20 Jan 2022

Ordered a lovely coat in petite

Ordered a lovely coat in petite, but unfortunately it just didn't suit me. Returning an item is so simple...QR code, take to Post Office, scan...that's it! No paperwork, extremely prompt refund....would have no hesitation in ordering from Seasalt again.



ABOUT NARVAR

Narvar is the #1 platform for intelligent personalization “Beyond Buy,” empowering over 1,500 of the world’s most admired brands—including Sephora, Levi’s, Sonos, Warby Parker, and LVMH—to engage consumers, deliver seamless operations, and grow their business.

Powered by IRIS™ and billions of data points, Narvar transforms the post-purchase journey by delivering personalized insights that build trust, safeguard operations, and unlock sustainable growth. From returns and exchanges to tracking, notifications, and fraud prevention, Narvar sets the standard for data-driven retail experiences.

To learn more, visit narvar.com.