

CLICKPOST ×  SNITCH

# Snitch's Runway to Your Door

Optimizing Post-Purchase with ClickPost



Snitch, a fast-growing men’s fashion brand, partnered with ClickPost to elevate its logistics operations. This integration gave Snitch comprehensive control over shipments, improving efficiency and post-purchase customer experience. ClickPost supports Snitch to seamlessly blend its expanding digital presence with its physical store network, mastering omnichannel retail delivery while handling lakhs of monthly orders.





# The Challenge

## Balancing Growth with Seamless Delivery Experience

Launched in 2020, Snitch quickly established itself as a D2C powerhouse in the Gen Z fashion market. Their rapid expansion includes both a booming online presence and over 60 physical stores, with plans for omni-enabled outlets. This growth created significant logistics challenges.

Snitch needed a solution that could deliver speed, transparent tracking, and seamless post-purchase communications.

### Rapid Growth

Optimizing logistics at scale to support fast growing omni-channel expansion

### Customer Loyalty

Crafting moments of delight from before an order is placed to when it gets delivered

### Logistics Control

Reports and Analytics to build a proactive and robust operations engine

The rise of omnichannel retail has further pushed us to integrate online and offline channels, ensuring we can serve shoppers wherever they are.



**Mahadevan Pillai**

Snitch's VP of Operations & Supply Chain

# How ClickPost Brings Agility Into Snitch's Supply Chain

Snitch integrated ClickPost's logistics intelligence platform with their existing operations systems to optimize their D2C order fulfillment process. This partnership delivered comprehensive tools for managing the entire order journey.

1

## Perfecting Pre-Dispatch

Estimated Delivery Date and Serviceability checker available before checkout

2

## Improved Post-Purchase

Real-time tracking, branded tracking page, automated notifications, NDR Chatbot, and post-delivery NPS surveys

3

## Actionable Insights & Automation

Data transformation into clear reports like Consolidated Courier Scorecard and Custom NDR Analytics reports for data-driven decisions





# The Impact

This partnership showcases how Snitch, a fashion category leader, leverages ClickPost's precise logistics intelligence to achieve operational excellence, and consistently delivers memorable experiences to its shoppers.



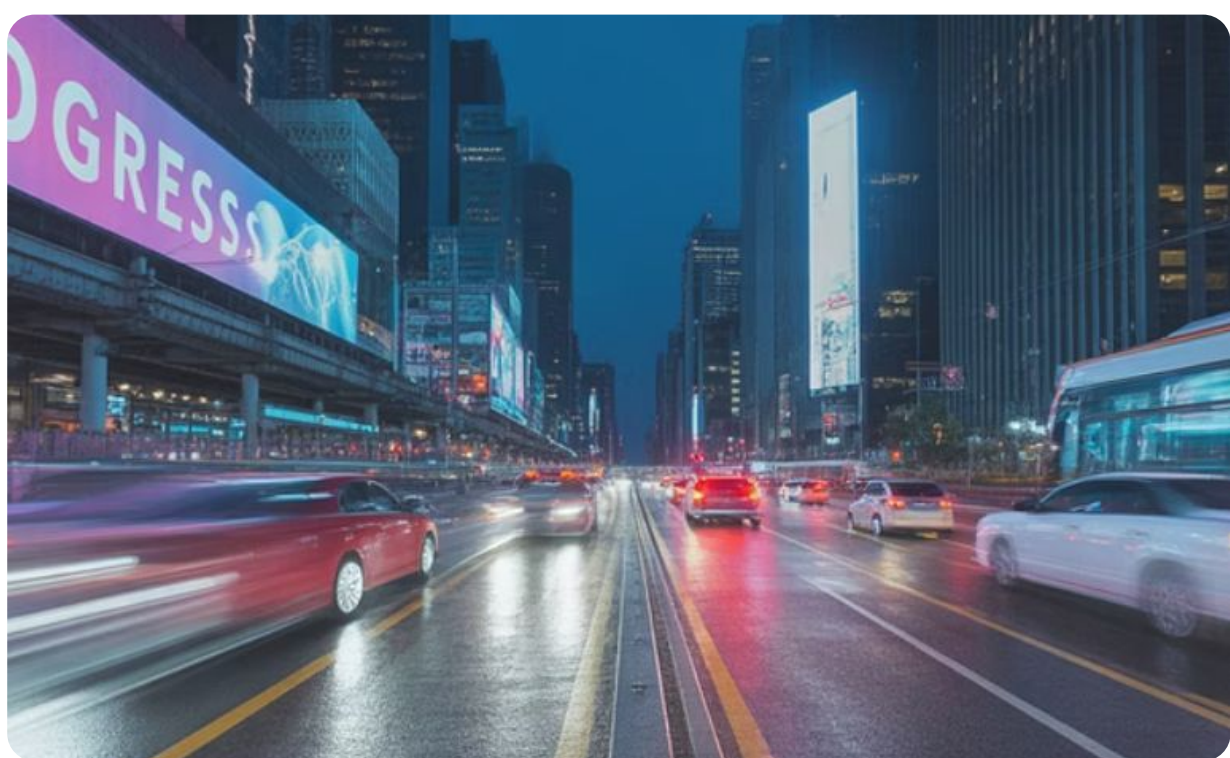
## Future Ready Operations

Smoothly managing lakhs of monthly orders with a system ready for scale and innovation



## Customer Loyalty

High Tracking Page views attest to improved post purchase journeys and customer confidence



## Proactive Operations

Clear oversight of key metrics like RTOs enables continuous optimizations



## Seamless Workflows

Strong integrations ensure smooth dispatch, accurate status updates, even for edge cases

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