

How Shiprocket's Automated Shipping is dramatically Enhancing the eCommerce Business 'Local Tijori'?

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There is a saying that "just because something works doesn't mean it cannot be improved." This saying stands true for our thousands of sellers who decided to choose [Shiprocket](#) over other eCommerce shipping solution providers and saw the difference that makes us the best in the business. This week, we share the story of a Mumbai-based eCommerce seller, namely, Sethu Rahul – who was interviewed by one of our Marketing Specialists *Nisththa Chawla*. Read on to find out how Sethu's business leveraged from Shiprocket's automated shipping within a few months.

Tell us about Local Tijori. What made you start it?

Sethu: *Local Tijori* is the result of my passion for jewellery. When I was in school, I used to make beaded jewellery and sell it amongst my classmates and friends. I enjoyed doing that. Since working for a full-time job was never a thing for me – I wanted to create something of my own – something original – which could satisfy both my passion, as well as my stomach. So, I started selling oxidized jewellery through Facebook and Instagram.

How did you come across Shiprocket?

Sethu: One night, I was googling about courier partners. That is when I found Shiprocket. Previously, I used to go to the courier office to get my products shipped. It was an extremely exhausting regime. I was in dire need of a reliable shipping partner. That is where [Shiprocket](#) changed the scenario. Shipping has become easier now.

When did you start your Business?

Sethu: A year ago.

By far, how do you find the services of Shiprocket?

Sethu: Reliable. I never had an issue related to [COD](#) remittance. Plus – I appreciate the support team you have.

Have you noticed an increase in the Volume of Shipments?

Sethu: Yes. It has been a few months only but my shipments have increased by 80%.



Out of all the services – what do you like the most about Shiprocket?

Sethu: The [Courier Recommendation Engine](#). Besides ease of scheduling a pick-up and obviously, the discounted shipping rates – I adore the [AI-technology](#) you have used for ease in selecting the right courier partner. I never have to worry about choosing a courier partner. I have been able to devote more time to my primary business operations than stressing about logistics.

Do you use Shiprocket Post-Ship?

Sethu: I haven't used it yet, but I did examine the feature. It seems useful for enhancing the post-purchase experience of my customers.

Will you recommend Shiprocket to others?

Sethu: Absolutely! Shiprocket is the best thing I have come across since starting my business. It is effortless to use, and everything happens smoothly. It's a joy to have the best courier services under one roof.

It's a joy for us to see our sellers delighted to use [Shiprocket](#). It is our never-ending impulse to improve our platform and provide a hassle-free experience. If you also want to grow your [eCommerce](#) business and get your story featured on our section – register now by clicking [here](#).