



SUCCESS STORY

ĀKALA
studio





A bit about **Akala studio**

Akala Studio is a contemporary fashion brand that offers a unique blend of style, comfort, and sustainability.

Founded in 2021 by Alice Campello, the brand has quickly gained recognition for its commitment to producing high-end ready-to-wear clothing while adhering to ethical and eco-conscious principles:

1 **Aesthetic and Design Philosophy:**

Akala Studio is known for its minimalist and modern design ethos.

2 **Ethical Production:**

By manufacturing in Europe, Akala Studio reduces the negative environmental impact often associated with producing in distant countries.

3 **Sustainability and Responsibility:**

Akala Studio prioritises responsible sourcing of materials and collaborates with leading companies in the textile industry.

4 **High-Quality Materials:**

Akala Studio's garments primarily feature minimally processed, natural origin wool, including merino wool, cashmere, cotton, and viscose.


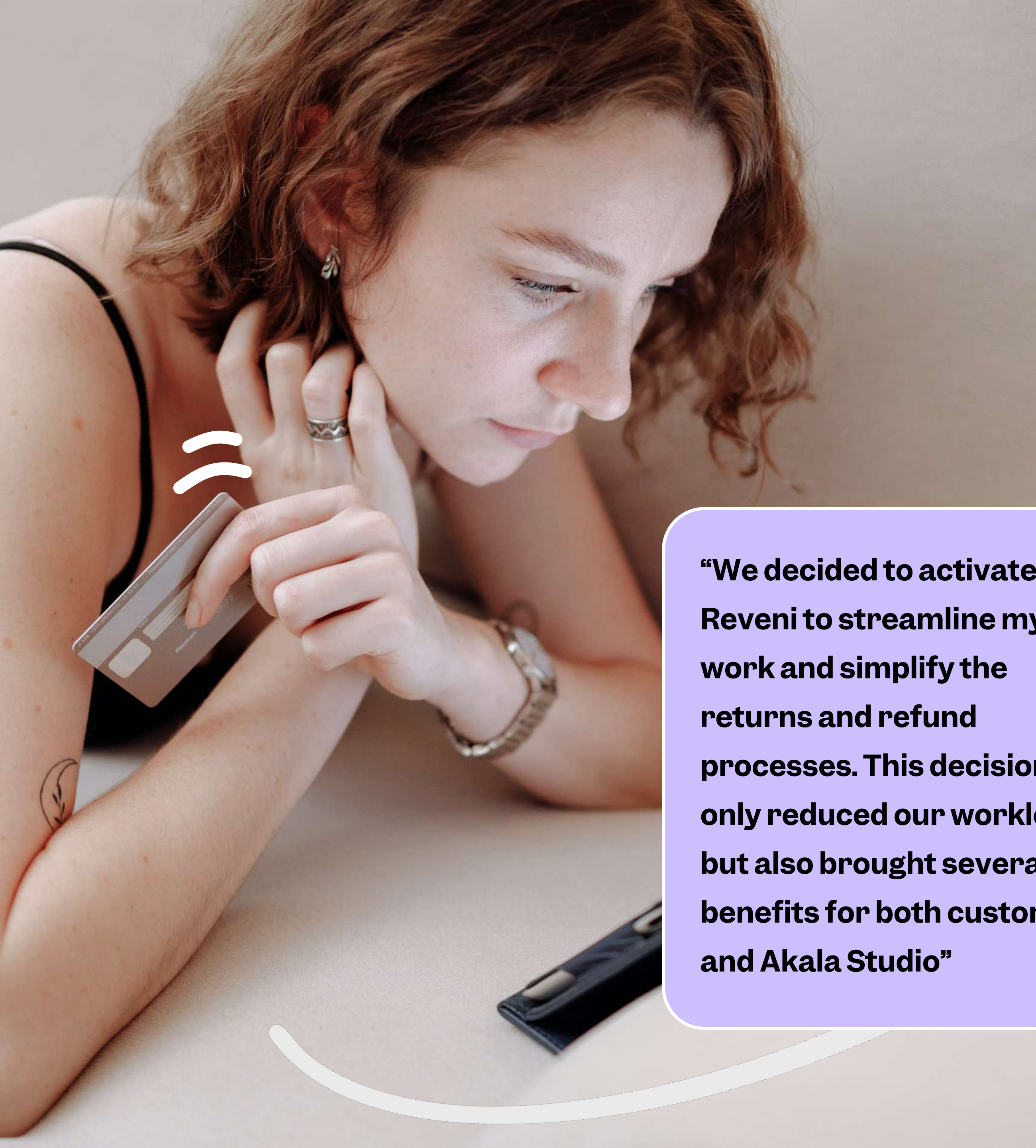
5 **Commitment to Positive Impact:**

The brand upholds values such as honesty, sustainability, and ethics throughout its production chain.



“Reveni has more user-friendly interfaces and fewer steps, making the process easier and more convenient for customers”





“We decided to activate Reveni to streamline my work and simplify the returns and refund processes. This decision not only reduced our workload but also brought several benefits for both customers and Akala Studio”

How did you **manage returns** and refunds **before Reveni**? What were the **trickiest parts to manage**?

Agnese Diana, Logistic & Operations Manager at Akala Studio, says that the brand has always been committed to providing good customer care by providing multiple convenient channels for customers to initiate return or refund requests, such as online forms, customer service hotlines, and email. Back in the days before activating Reveni, they provided customers with return labels and comprehensive instructions to simplify the product return process as well as transparently communicating the refund process timelines which typically took around 10 days.

As much as this sounds quite simple to manage, the Akala Studio team was experiencing quite a few complexities everytime a customer asked for a refund:

First off on the operations side, managing returned items and determining their fate (restocking, refurbishing, disposal) while maintaining precise inventory records posed a considerable challenge.

Moreover, discerning whether returned items could be reintroduced as new products or should be discounted as refurbished or open-box items required meticulous evaluation. Last but not least, high seasons such as Black Friday, made the returns management even more complicated to handle.

On the Customer Satisfaction side, the situation was not improving much. Establishing effective and timely communication with customers regarding the status of their returns and refunds was of paramount importance. Maintaining customer satisfaction throughout the process proved especially demanding during peak return seasons, such as Black Friday and Christmas.



“Meeting our customer expectations for refund processing time proved arduous, particularly as it hinged on various factors like payment methods and internal processing schedules. Any delays invariably led to customer dissatisfaction”



What **benefits** did Reveni bring to Akala Studio?

“Seamlessly integrating return and refund processes with other departments, notably accounting, posed significant challenges. Ensuring the accurate recording and synchronisation of data across the finance department was absolutely critical”

Immediately after activating Reveni, the brand faced massive benefits:

Reveni contributed to higher customer satisfaction by offering faster and more convenient refund and return processes. Akala's customers appreciated the hassle-free experience of receiving money back within seconds which resulted in positive company reviews.

This also had an impact on the repurchase rate and on the customer retention as offering instant refunds and easy return processes helped retain their customers and at the same time boosted the likelihood of making future purchases with confidence.

But that's not all. Reveni has also provided Akala Studio with sophisticated insights on the reasons why a specific product was returned. Insights that have been leveraged to adjust the upcoming collections.

“Implementing Reveni significantly reduced manual operations associated with processing returns and refunds. Automation saves time and labour costs, allowing me and my team to focus on more value-added tasks” said Agnese who concluded the interview by highlighting how much Reveni impacted the overall growth of the brand since satisfied customers are more likely to refer others and contribute to organic growth.





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