



BORN

SUCCESS STORY





About **Born Living Yoga**


Born Living Yoga is an athleisure brand that was born in 2017 from a need detected by Arianne Puig and Álvaro Roca, mother and son, after a trip to Miami. On that trip they saw that in Spain there was no fashion brand capable of turning the concept of athleisure into a reality, a term that was widespread in the United States but hardly known in Spain and Europe.

As a result, Born Living Yoga was born as a 100% digital brand in its first phase and in a short time has evolved into the retail world through hard work and constant effort. In the last two years, the company has not only managed to expand its international wholesale side, but has also launched its own physical stores.

Thanks to this strategy and its internationalisation, Born Living Yoga continues to grow with the aim of becoming one of the leading athleisure brands in Europe.

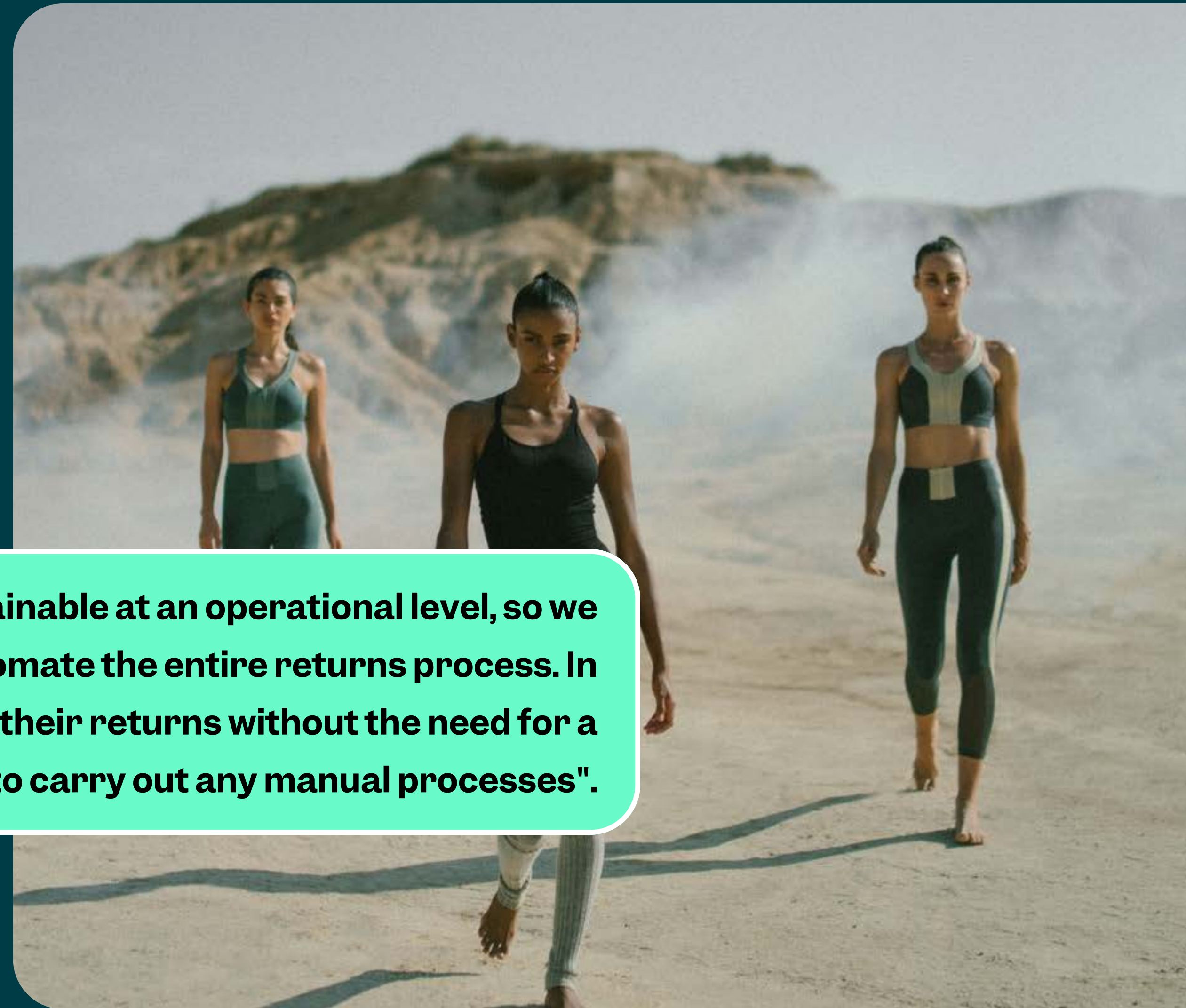
What was the **returns and exchanges process** like before you started working with Reveni?

As Marta Meseguer, COO of the brand tells us, when Born Living Yoga was born what they wanted was to offer a highly client-focussed treatment to their customers. To do this, they were well aware that all the work they had to do from their customer service team was, at that first moment, very manual through both calls and emails.



"When we started to grow, we realised that this was unsustainable at an operational level, so we focused on activating a system that would allow us to automate the entire returns process. In this way, we would ensure that our customers could make their returns without the need for a customer service team member to carry out any manual processes".

By doing so, the brand would be able to reduce the stress of its operations and also offer a much faster and more streamlined process to its customers, improving their experience.





What was **the reason for activating Reveni** in your after-sales process?

From the need for a solution that would allow them to automate their returns process, Marta highlights two main reasons why she chose Reveni as one of her strategic partners:

- 1 Thanks to a solution like Reveni, Born Living Yoga was able to generate added value for its customers, which is essential for building a loyal customer base.
- 2 The brand knew how important it was to turn a negative situation, as returns can always seem to be, into a very positive outcome and get new sales. Repurchase was a priority for them and returns are a lever to help achieve this.

"Building customer loyalty and generating a community, a customer base loyal to our brand and our philosophy, became a priority for us. And we knew that to achieve this we had to have a returns process in line with our customers' expectations."



What results has Reveni helped you achieve?

As Marta explains, the most relevant thing for Born Living Yoga since they activated Reveni is that thanks to the automation of returns and instant refunds, they have increased their repurchase rate by 101% when a client requests a refund.

"Before working with Reveni, when a person requested a refund, the repurchase rate in this case was 5%. Since working with Reveni, that figure has increased to 12%."





This is a very positive change for the brand and, as Marta pointed out, there is still much room for growth thanks to the instantaneous changes.

From an operational point of view, activating Reveni has been a relief for Marta for three main reasons:

- 1 It has allowed them to eliminate all the pressure derived from the returns process.
- 2 It has helped to optimise the daily tasks of the Customer Service team, thanks to the simplification of the returns process.
- 3 It has allowed the logistics department a longer period of time to receive the goods, check that everything is in good condition and give the final green light to Customer Service to communicate it to the customers.

What is the main **advantage of Reveni** that you would highlight?

Among all the benefits that Reveni offers to its ecommerce, Marta highlights two fundamental advantages :

- 1 Instant reimbursement. Making it easier for the customer to get their money back in less than 6 seconds is an added value that makes the difference in the customer's post-sales experience.
- 2 Turning a return into a sale. In this time when acquisition costs are higher than ever, turning an often negative experience into a positive one has been key for the brand, especially in the pursuit of repeat purchases.

"Without a doubt, the instant refund and turning a return into a sale are the main advantages I highlight about Reveni that have helped us deliver a better post-sales experience for our customers."





What is **the dynamic with the Reveni team** when you encounter difficulties?

"It is very noticeable that both Reveni and Born are young companies that believe in a project. This drives us to look for solutions quickly that help us to improve our processes, making them much more agile and easier for our clients".



With hindsight, **was it a good decision to integrate Reveni?**

"Without a doubt it was an extremely good decision. It is an additional service that we are giving to our customers and that differentiates us from the competition, encouraging a new customer to buy again and those who already knew us to be aware that we take into account their needs, helping them to buy again".



"Born Living Yoga is a brand that from the beginning has been concerned about the needs of its customers, which is why the feedback they receive after a return is 100% positive. "We have not had any complaints and it is true that our customers are very surprised to have this service. They are very pleased that when they ask for a refund, they get their money back in seconds".



It is precisely at this point in the post-sales experience that Born Living Yoga encourages repeat purchases.



“It is important to understand that returns do not have to be a negative thing as they can give valuable information to the brand, helping them to improve not only their post-sale but also their own purchasing process”.



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