



DELUEM

SUCCESS STORY





About **Deluem**

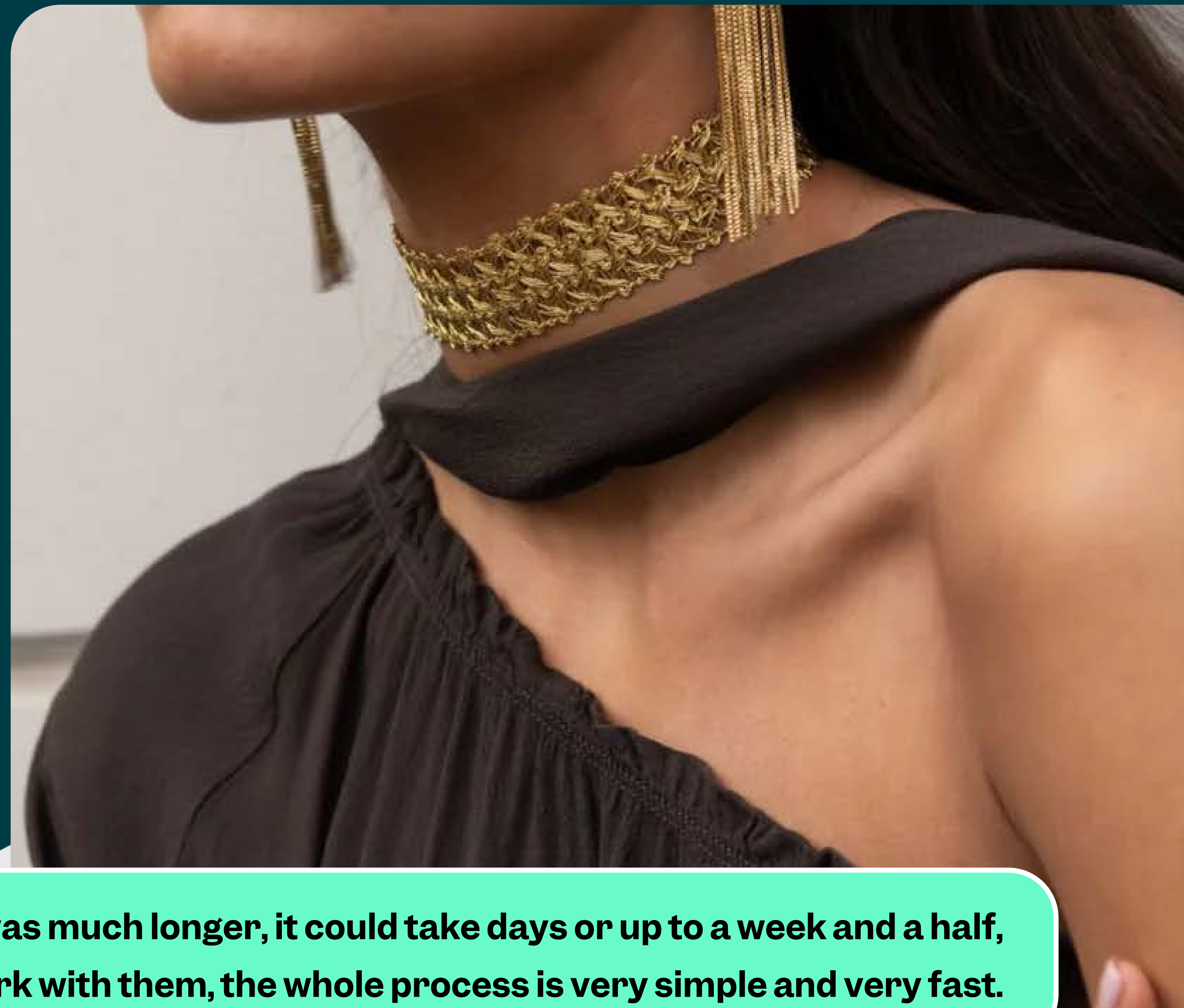
"Deluem was born 6 years ago in a totally casual and improvised way", says Lucía Suárez, Co-founder & Creative Director at Deluem, "My sister María and I wanted to go on a trip and just on our way back, our brother Jorge asked us to make his wedding gifts. Little by little we saw how the products we made were reaching and pleasing more and more people, so we decided to create our own brand, Deluem".

Throughout these 6 years, Deluem has been gradually reaffirming its style and brand. "First we started as an accessories and jewellery brand and now we have also added a vertical of home decoration products which we are extremely happy with. This has allowed us not only to be known in the online environment, but also to open our first studio in Madrid".

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

As Virginia, Marketing & Communication at Deluem, explains, before they started working with Reveni their returns management process was quite manual. "Customers would write an email directly to us specifying which product or products they wanted to return and also the reason. If the product was wrong or had a defect, in order to proceed with the return, it was essential that they sent us a photo of the item. Then we had to write back to them confirming it, etc."

For Deluem, the whole tedious process was very time-consuming and took up a lot of their day-to-day work. Moreover, they were aware that this was not only negative for their team, but also for their customers, as the return process required multiple steps, which made it very time-consuming.



"Before activating Reveni, Deluem's returns process was much longer, it could take days or up to a week and a half, depending on the volume of returns. But now that we work with them, the whole process is very simple and very fast."



Why did you decide to **activate Reveni in your returns process?**

Given this situation, there came a time when it was essential to automate Deluem's returns process. As the brand continued to grow, replacing all the manual work involved in returns management became a priority.

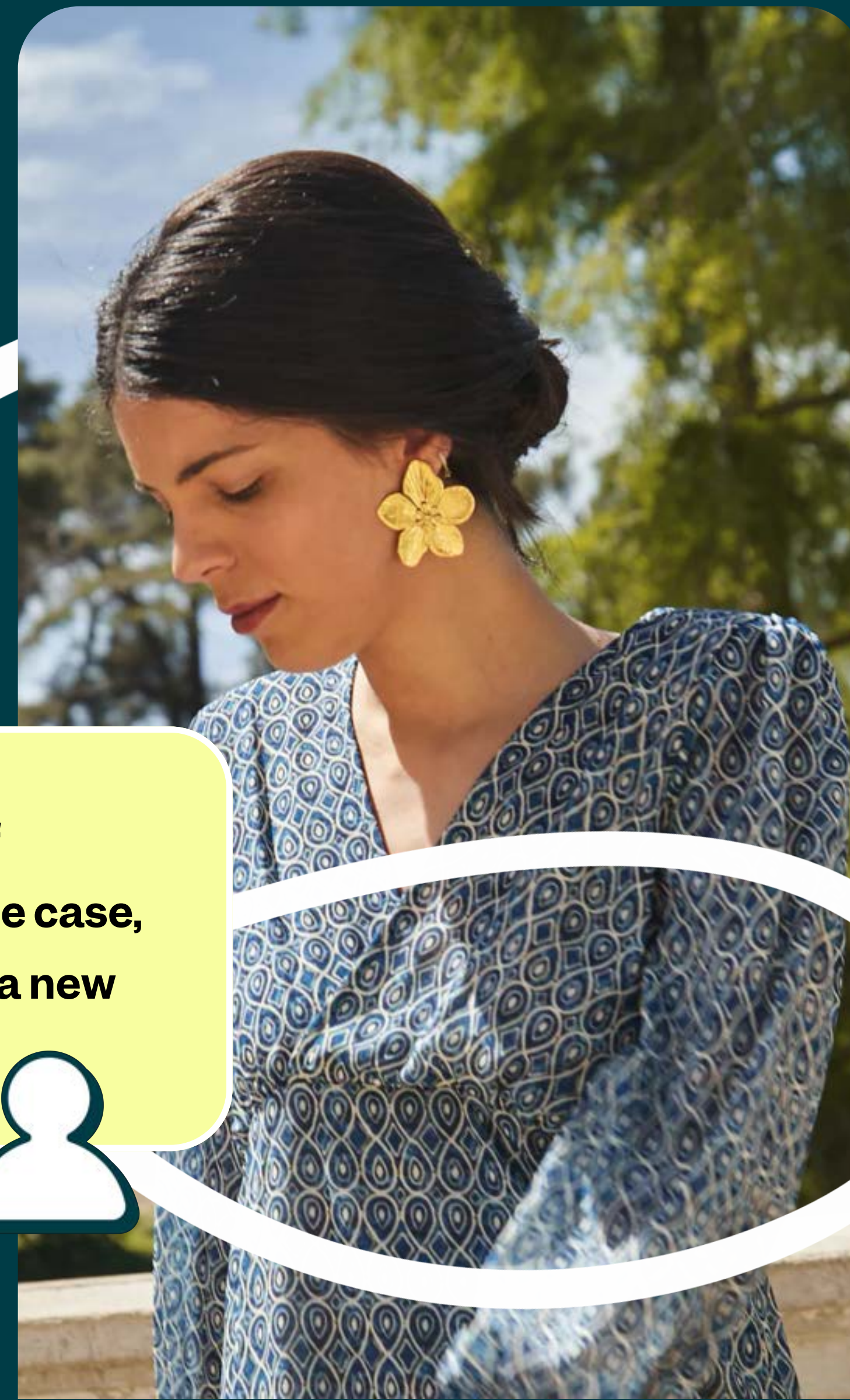
"We decided to activate Reveni at Deluem to further improve our returns process. We wanted to shorten it to optimise our operations, but we also wanted our customers to perceive it better. This way we could offer a better service and at the same time lighten our workload".



How has Reveni helped you to improve your results?

As Virginia explains, with Reveni they have not only improved their operations, but they also offered a better customer experience. This has helped them to significantly increase their purchase frequency, a key metric that reflects the loyalty of Deluem's customers.

"Customers get an instant refund and have their money back quickly, in a matter of seconds. This is a plus point to incentivise them to buy again. If, as was previously the case, the process took a long time, it was much more difficult for them to return to make a new purchase, but now it's much easier."





What would you highlight about Reveni?

"Without a doubt, the speed of management and the joint work with their team". Virginia explains that both from the user's point of view and from the company's perspective, streamlining and making easy a process that is usually complicated is a real advantage. "The fact that you only have to enter your order number and your email address and you can directly process your entire return is really making things easier."

"We wanted to simplify the returns process because we realise that they are an essential part of any operation, but the difference is in how our customers go about the process. And Reveni just allows us to offer an advantage that will make it easier for them to decide to buy from us again because if something happens and you have to make a return, we want to make it simple."

**"Without a doubt,
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Virginia explains that not only Reveni as a solution exceeds her expectations, but so does the team that makes the platform possible. "They are always ready to help with any problem at any time. In addition, they know not only Deluem's operations perfectly, but they also have an extensive knowledge of the sector, which gives us enormous peace of mind and security".

"Reveni gives us all the confidence we need in the management of our returns, a process where many brands are at stake."

**"They are always ready to help
with any problem at any time"**



Deluem emphasises that activating Reveni has undoubtedly been a very good decision for the company's operations.

"Customers now perceive a much clearer and much faster return process. For us, listening to customers and understanding that they demanded such a process was paramount. I would definitely integrate it again".

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