



Flabelus

SUCCESS STORY





About **Flabelus**

Flabelus defines itself as "a magical world full of literary characters in the form of shoes". The brand has successfully modernised traditional footwear such as espadrilles, emphasising their bright colours as a signature feature of the company. These colours evoke memories of our childhood.

In addition, they have a strong dedication to sustainability, caring for both social and ecological aspects. To achieve this, they strive to minimise the use of resources during the manufacturing process. They use recycled and organic materials for their footwear production and rely on the expertise of local artisans who are committed to "made in Spain".



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

Elena Pérez, E-commerce Manager at Flabelus, points out how complicated the returns tool was that they used before learning about Reveni.

"The process was extremely tedious. The customer had to access our website and from there request the exchange or return, which we received as a request that we had to accept manually. At that point, the customer would receive the instructions they had to follow to send the goods to the address we gave them, and then they would send the goods."





"Before activating Reveni in our ecommerce, we were working with a platform that required a lot of manual processes and tasks, which slowed down our operations and made it difficult to serve our customers."

As Elena explained, **dealing quickly with customers requesting returns and exchanges was difficult due to the manual process**, which directly impacted the post-sales experience. It also required a lot of operational work on the part of the e-commerce team, **making it difficult to control stock management and the evolution of returned products.**

On the other hand, **they also did not have access to instant refunds, which they can now offer with Reveni.** An instant return option that considerably improves trust between the customer and the brand and helps to boost recurring purchases.



What was your reason for **activating Reveni in your returns process?**

Flabelus is a company that has experienced rapid growth in recent years. As Ana Vila, Head of Customer Service, says *"month by month we continue to grow, which means that the processes we have become obsolete after a few months"*. Faced with this situation, the Customer Service team was aware of the need to activate a returns and exchanges platform that would allow them to do more than just the most operational part of this management.

Due to the rapid growth of the brand, **Flabelus realised how important it was to automate the returns process to eliminate manual tasks and offer a much simpler and streamlined returns and exchanges process.**

Flabelus needed **a solution that would help them manage 100% of their returns and exchanges**. This was essential for them:

- **Automate the returns and exchanges process**, reducing any manual interaction to a minimum.
- **Have full control of your stock**, especially when it comes to making changes. This can be a complicated task for the e-commerce team.
- **To offer a post-sales experience in line with their customers' expectations**, thanks to the ease and instantaneousness of a solution like Reveni.

And with Reveni they knew they were going to get it.





How has **Reveni** helped you to **improve your results?**

Reveni has helped **Flabelus** streamline its processes, **de-stressing the operations of both the e-commerce and customer service teams**. This has undoubtedly benefited the brand's results, increasing recurring purchases - a metric that is becoming more important due to rising recruitment costs.

As Elena explains

"Today we have seen our repurchase rate increase by 13% among those customers who request an instant refund. And in fact, almost 50% of those people who request instant refunds buy again within 24 hours".



What would you **highlight** about Reveni?

Monica Pitarch, E-commerce and Digital Communication, **highlights how important the activation of Reveni on Flabelus has been for them with these advantages:**

- **Automation**, key to reducing the volume of manual tasks.
- **Ease of use** for both the brand and the customers themselves when making requests.
- The **security offered in transactions** thanks to the risk model.
- The **instantaneousness** in both the acceptance and rejection of applications, as well as in their processing.
- **Access to relevant metrics** related to returns and changes that allow data-driven decision making.
- The **simple activation process**, thanks to which there is total control of stock and integration with logistics.
- The **proximity to the team**, always ready to help and resolve any queries.

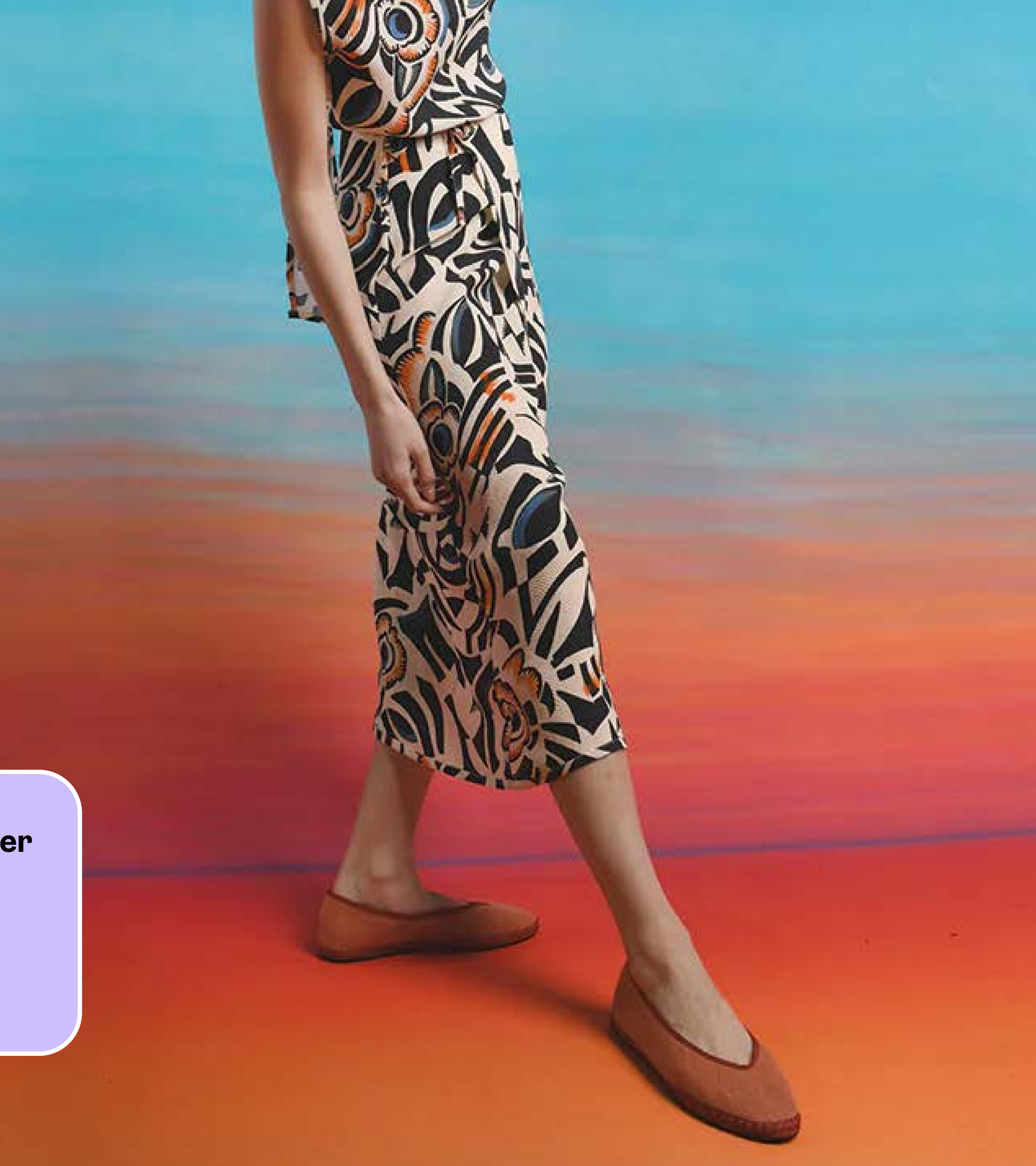
"We are delighted with Reveni. We consider it to be a very comprehensive tool in every way. It has highly automated processes, which has allowed us to dedicate the time we used to spend on manual tasks to others of much greater value for the brand. It is also a very easy and intuitive tool, both for us and for our clients".



Reveni understands the needs of brands, which makes them constantly evolving. "They always want to listen to our needs and make the impossible possible in order to keep up with the ever changing landscape. For us, this is key because it is crucial for us to work together to continue to improve and grow."

In addition, **Flabelus also highlights how easy it was to activate Reveni in their ecommerce.** Despite having to switch from one platform to another, the integration was easy and quick, based on trust and understanding the needs of the brand, adapting times and processes.

"Activating Reveni was a very good decision. Our customer service has improved tremendously. We resolve our customers' issues much faster, offering a better post-sales experience."



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