



Morrison 

SUCCESS STORY





About **Morrison Shoes**

Morrison Shoes is a brand that goes beyond the product itself. It is an identity. And this is precisely what has driven the brand's growth with an extensive product catalog, with different categories that allow reaching a much broader audience.

“Morrison Shoes started as a sneaker brand. But today it has become something more, more than even a clothing brand. We want to turn it into a movement to inspire people to pursue their passion and do it differently from the rest.” This is how Pablo Recuenco, CEO & Co-founder of Morrison Shoes, begins to explain what Morrison is.



Pablo highlights how important it has been for Morrison to transition from the purely e-commerce world to omnichannel, thinking about business metrics, increasing the average ticket (something that the new product lines are helping with) and, of course, boosting purchase recurrence. A fundamental objective for the brand, for which they have launched their Members program, in addition to having trusted partners like Reveni to manage their returns and exchanges operations.

What was the **returns and exchanges process** like before starting to work with Reveni?

Before they began working with Reveni, Morrison managed returns and exchanges entirely manually through email, making this task quite tedious.

“Since we focused more on clothing and also emphasized recurrence through loyalty programs and tools like Reveni, we went from a recurring purchase ratio of 8% to 30%,” says Pablo.





As Jessica highlights, this whole process took quite some time, causing the customer to wait a lot, especially on weekends and holidays, leading to a poor post-sale experience.

Once the Morrison team had all the information Jessica detailed, they entered that data into a platform to analyze the volume of returns and exchanges.

“Through emails, we managed all returns and exchanges. We followed a series of processes like verifying the exchange or return period, reviewing the product's condition through photos, checking product availability in our stock, etc.,” says Jessica de la Cruz Parayno, E-commerce Assistant - B2C at Morrison Shoes.



What motivated you to activate Reveni in your post-sale process?

Due to the highly manual process the brand carried out for managing its returns and exchanges, the team realized they needed to optimize this process to achieve better results.

“We are a fairly young company with very rapid growth, so we often review our processes every few months to see which points can be improved. We analyze where time leaks occur and pay special attention to what we can do to improve the customer experience,” emphasizes Carlota Villena, B2C and production manager at Morrison.



That's how the team decided to prioritize optimizing the returns and exchanges process. This would leave behind such a manual process for operations and also benefit the customer by reducing management times and providing a much quicker response.

“Once we knew what we needed to address, we spoke with Reveni and they showed us their platform. From the beginning, it seemed really intuitive both for the team and the customers. This way, we streamlined a process for customers and gained access to data and reports that allowed us to analyze the situation and make decisions based on it much more quickly.”



What results has Reveni helped you achieve?

Carlota highlights how easy it was to activate Reveni in their e-commerce and also highlights the goal they had when they started working with the solution, “reducing the processes we were carrying out and optimizing time to be able to dedicate it to other areas or departments that also required a lot of attention.”

“One of the most significant results we have achieved thanks to Reveni has been a 50% reduction in messages related to reverse logistics. Currently, all this operation is managed from the Reveni platform, which also provides us with information on which model is returned the most, the reason, which product receives the most exchange requests, etc. This allows us to act quickly and, for example, review and modify the size guide.”





As Pablo said at the beginning of the success story, reverse logistics plays a huge role in a customer's repurchase decision. If a user has had a good purchase and post-sale experience, it is much easier for them to choose the brand again for their new purchase (as long as the product meets their expectations). However, no matter how good the product is, if the entire reverse logistics operation is inefficient and causes problems, it is very likely that the customer will not choose the brand for another purchase.

“In the case of customers requesting an instant refund, we have seen that 9% of them repurchase in a short period after the return. And moreover, a very important fact for us is that 19% of them buy products with an average ticket higher than the purchase before the return.”



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

At Morrison, they highlight how important it has been for the team to be able to self-manage their returns and exchanges process. Thanks to the intuitive nature of the platform, they can carry out all the operations easily, quickly, and autonomously.

Another positive point is the constant communication between the brand and Reveni, which is not just a solution that activates in e-commerce but becomes a partner committed to helping the brand with its entire reverse logistics.

“The customer gives very good feedback after making an exchange or return. In fact, when we talk to them, they tell us how satisfied they are after requesting an exchange. And that loyal customer keeps buying from you again and again.”



What challenges does the brand face in the coming months?

Pablo highlights that the main challenge for the brand is to continue with its internationalization process. Today, 40% of Morrison's sales come from outside Spain, a very positive figure that they hope to continue increasing thanks to the type of product they offer and the kind of brand Morrison is.

“Another challenge we have ahead is to grow the Retail channel. We now have three physical stores and we believe that in the coming years this number will increase significantly. This will allow us to have better business health as it will allow us to diversify efforts and not focus solely on the online channel, which is how we started. This way, we will mitigate the challenge of acquisition costs and also help bring our brand experience closer physically,” emphasizes Pablo.

Finally, the Morrison team emphasizes how important it will be for them in the coming months to continue improving their number of recurring customers, something they will continue to focus on with their Members program and loyalty and user experience strategies that facilitate and boost recurrence.



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