reveni

sepiia
SUCCESS STORY

About **Sepiia**

Sepiia **was created to offer everyday clothing that performs exceptionally well.** The brand **aims to revolutionise the fashion industry through technology and sustainability**, as stated on their website.

As Fede Sainz de Robles, CEO & Founder of the brand explains "I was working in a textile lab developing new materials and new processes for other brands and what I wanted was to be able to have garments with which I could feel much more comfortable throughout the day, that needed much less care and also do it in a much more sustainable way."

Since 2017, they have been creating "smart" shirt prototypes. These shirts became part of their first men's collection in 2019, followed by a women's collection the next year. Since then, the brand has continued to expand, currently operating two physical stores, achieving BCorp certification, and ensuring that all of their garments are recyclable.

reveni | sepiia

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

Fede emphasises how manual the returns and exchanges process was before implementing Reveni on his ecommerce site.

"Before using Reveni, our returns and exchanges process was highly manual. Our Customer Service team received all customer requests via email or phone, and then managed them manually to respond to the users."

What led you to **activate Reveni in your after-sales process?**

The manual process for exchanges and returns created dissatisfaction among users. This was mainly due to slow response times in addressing customer concerns and lengthy delays in processing refunds after return requests were made.

For these reasons, Sepiia decided to look for a service that would allow them to automate their entire returns and exchanges process. Thus, offering a better experience to their customers while facilitating the day-to-day work of their customer service team.

> "Manual processes were causing customer discomfort as they prevented quick resolution of their problems or queries, while also making it difficult to get refund money to the customer quickly in the case of returns."

What **results** has Reveni helped you achieve?

Thanks to Reveni's **agile and simple process,** Sepiia has significantly **reduced the response and resolution times for their customers' queries**. **This has reduced the workload of the customer service team,** allowing them to focus on taking care of customers rather than carrying out manual processes.

On the other hand, the customer enjoys a better after-sales experience since:

- It solves their problem much faster.
- They enjoy a much easier and faster process where they can make the exchange and/ or return request in a totally autonomous way.
- If you request a refund, you receive your money instantly.
- If you request an exchange, you receive the new garment within a few days.

"Now the quality of our service influences how customers perceive their shopping experience. Even if they purchase the wrong size or receive a product that doesn't meet their expectations, our customer-friendly policies encourage them to make repeat purchases. This helps us recover sales that might have otherwise been lost and creates greater satisfaction for both customers and our team."

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

"We have greatly improved customer satisfaction with the service we provide," says Fede.

In recent months, we have received numerous positive customer reviews for our returns process. The brand has observed that customers who have made a mistake with their garment are returning to make new purchases much faster, thanks to the confidence instilled in them by our safe and transparent returns process offered by Reveni.

"We used to get negative feedback because of the returns and exchanges. Now, they have turned into very positive feedback because of the service we offer, something that greatly favours repurchasing."

Qué dicen los usuarios sepiia del proceso de devolución

Efficient process for a very good product

★★★★★★★★★★

The experience was positive because I found the website intuitive and visual. In the post purchase, I had a return and the staff were very friendly and agile in their response. I am very satisfied with the product and the process.

Spectacular!

★★★★★★★★★★

The Sepiia experience is SPECTACULAR. Since placing the order. And in my case with the return of one of the purchases, an incredible service. I have already purchased several times and will continue to do so. I let a girl on the phone who solved a problem for me know that they were spectacular.

I have purchased two items

★★★★★★★★★★

I bought two items, a pair of pants and a shirt. I had to return the shirt because it was too big for me. The return was perfect. They immediately made me an immediate transfer and in a couple of days a transport company came to pick it up at no cost. The other garment is a pair of pants, similar to jeans. It is very comfortable and I wear it every day. I am very happy with it. The garments and the management were excellent.
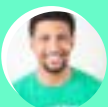
Everything perfect!

★★★★★★★★★★

I had to change my size (it was the first time I chose one of the garments) because it didn't fit me and they changed it quickly and without any problems. I will definitely buy more.

Top post-sales service!

★★★★★★★★★★

Very professional customer service and quick solution to a problem with a garment not related to the brand itself. Personal and friendly service, with a simple procedure. Apart from the extraordinary quality of the products, top after-sales service!

Change managed smoothly

★★★★★★★★★★★

I had to make a change, and it was handled without any problem, quickly.