



 **SINGULARU**

SUCCESS STORY



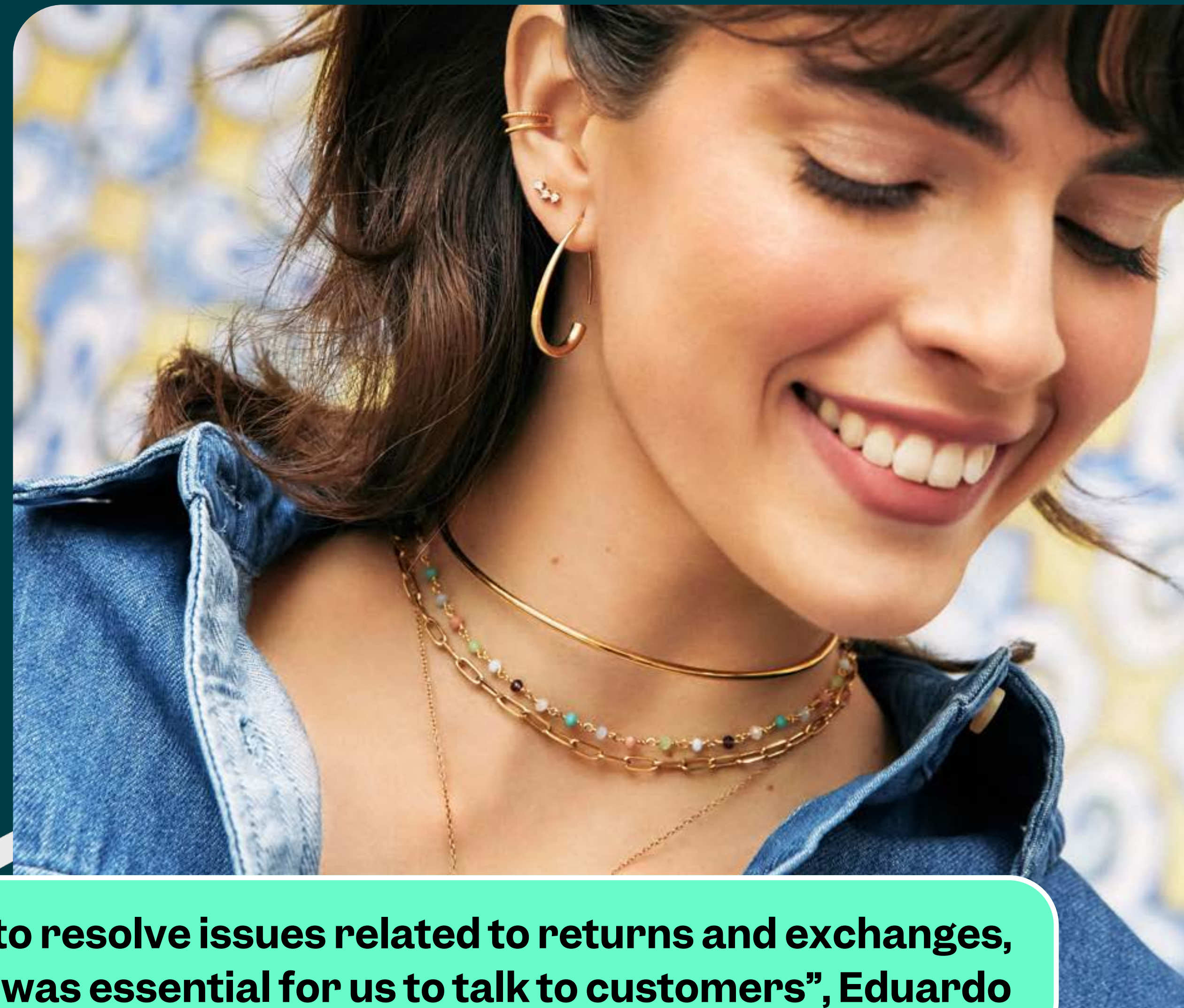
About **Singularu**

Singularu is one of the main jewellery references in Spain. It was founded in 2014 by Paco Tormo and Cristina Aristoy, and although its beginnings were fully digital, in 2017 they decided to make the leap to the retail world. Today they have 48 points of sale distributed throughout the country and continue to strengthen their position in the online world.

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

Eduardo Ferrandiz, VP of Operations at Singularu, says: "We have always had a very customer-centric culture. That's why, since our inception, we've been committed to a providing a customer service team capable of helping our customers at all times and in any type of incident".

As is the case in most companies, returns account for a large part of the actions managed by our customer service team. In order to streamline their management and make it easier for the Singularu team to resolve them as quickly as possible, the brand decided to set up different communication channels. By doing this, all customers could communicate with them easily through tools such as email, WhatsApp, telephone, and even from the web chat itself.



"In order to resolve issues related to returns and exchanges, it was essential for us to talk to customers", Eduardo



But while much effort was put into improving customer service, the operational management of returns was neglected. Everything was still done in a very manual way. "In order to resolve incidents related to returns and exchanges, it was essential for us to talk to the customers," says Eduardo.

All this slowed down Singularu's returns process enormously and affected its daily operations, increasing costs with arduous and time-consuming processes.

"It is just as important for us to sell as it is to take care of the people who have any problems or concerns, which is why customer service is at the heart of our strategy".





As Eduardo says: "At Singularu we are not afraid to say that we like to try different tools that help us to offer a better experience to our customers and improve the daily operations of the company".




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

Singularu is committed to integrating different innovations in its sales and returns processes that allow it to provide added value to its customers.

To achieve this, activating a solution such as Reveni that would allow them to automate their returns process was essential. This would reduce waiting times both in the management of incidents and in the reimbursement of money.

Thanks to Reveni, Singularu offers a unique opportunity to its customers where immediacy and autonomy are the main advantages. Now, customers are able to manage their own returns in a simple way and with total freedom without depending on the brand to assist them in these processes. This is an important leap in quality for a brand like Singularu in which the customer is at the centre of its strategies and the immediate return of money is one of its main concerns.



How **has Reveni helped you** in your day to day operations?

"For Singularu, having a solution such as Reveni is an essential support thanks to the autonomy that the client can enjoy".



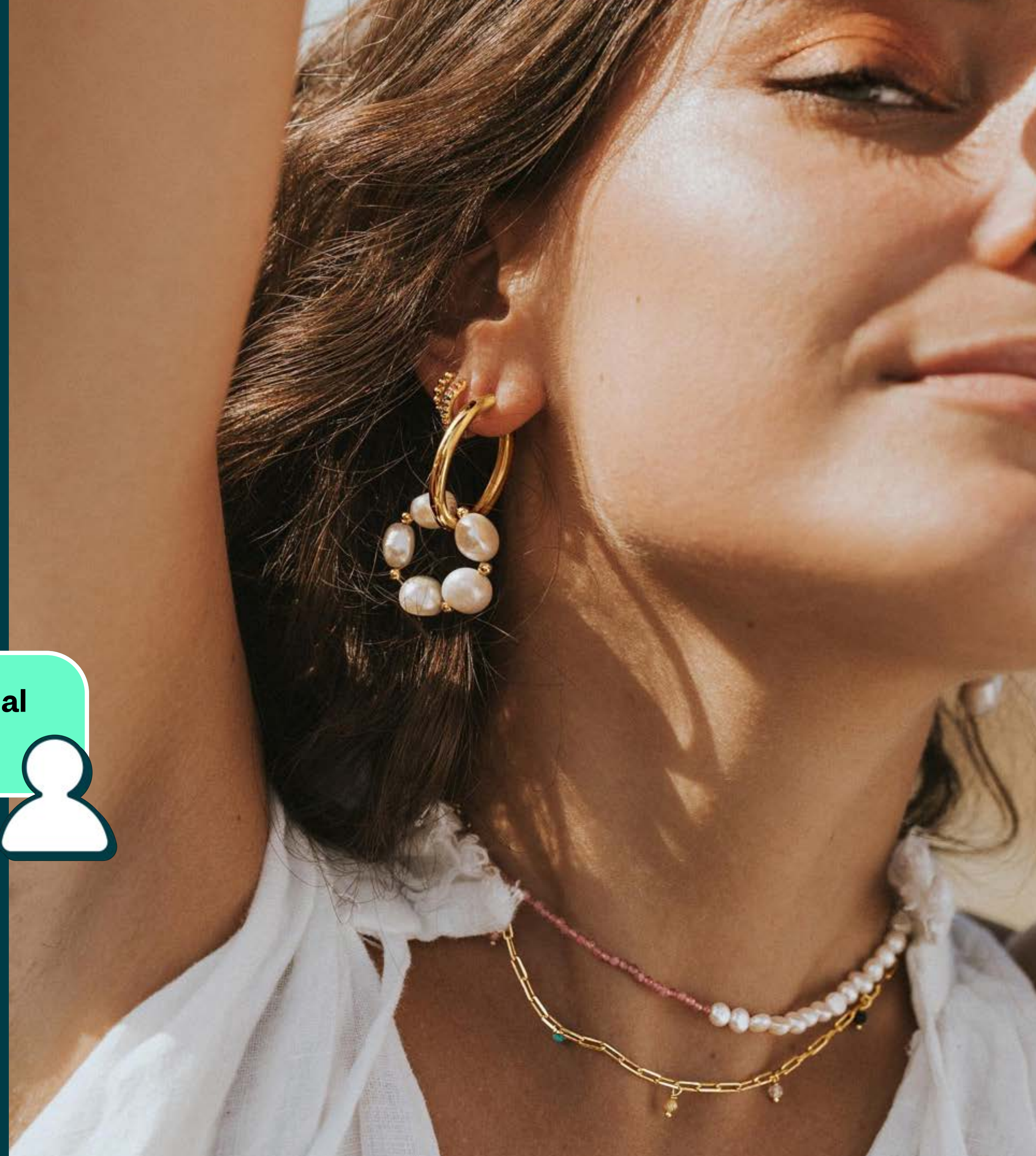
It also creates a unique freedom as customers are less dependent on customer service teams, and while this may seem negative for these teams, nothing could be further from the truth. Thanks to this autonomy in management, they are relieved of the burden of manual and operational work so that they can focus on what really adds value to customers.

Thanks to the automation of the most repetitive tasks, the company's operations as a whole are improved, both in terms of workload and costs related to these incidents.

How was the **onboarding process** with Reveni?

From Singularu, who are strong advocates of innovation, regularly share with Reveni different product improvements that can be carried out that benefit not only Singularu but also other nearby brands.

"For Singularu, having a solution such as Reveni is an essential support thanks to the autonomy that the client can enjoy".



How do you rate your **work with Reveni?**

Singularu is aware that any improvement in the Reveni solution is relevant, not only for them, but also for the rest of the brands and the ecommerce ecosystem itself. Betting on the automation of returns is something fundamental nowadays and that is why they are committed to continue innovating hand in hand.

"Without a doubt, activating Reveni at Singularu was a very good decision, both in terms of customer feedback and for the brand itself and its operations".





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