



# SORELLAS THE BRAND

SUCCESS STORY



## About **Sorellas The Brand**

Sorellas the Brand is a fashion brand aimed at a young, sophisticated audience seeking stylish clothing for special occasions. Our typical client is someone who wants to express her personality and feel confident in any situation, so we also create organic content that inspires and strengthens her connection with the brand.

**“Our vision goes beyond clothing: we want to accompany our clients through important events and key moments, from graduations to work meetings.”**



**What makes Sorellas the Brand unique is its focus on providing accessible, meaningful fashion that keeps clients at the heart of every decision.** We design fashion that makes our clients feel represented in each piece, allowing them to experience fashion in a personal and authentic way. By focusing on special occasions and multiple events, Sorellas has built a unique bond with clients who choose the brand not only for the designs but because they share our values and vision.

## What was **the exchange and return process** like before starting with Reveni?

Before Reveni, the process of exchanges and returns was manual, labor-intensive, and created significant challenges for Sorellas' Customer Service team. Everything from calculating refunds by the country of origin and the number of items returned, to responding to emails and sending payment links manually, required a great deal of time and had a considerable margin for human error. This slowed response time, increased complaints, and added extra work, which often reduced client satisfaction.





## What prompted you to **integrate Reveni** into your post-sales process?

As stated by Alba and Marta, Co-Founders of the brand, “We chose Reveni because we were looking for a solution that would help us manage returns and exchanges efficiently, improving our clients’ experience and optimizing response times.”

**“We needed a tool that would reduce errors and speed up the process, and Reveni offered us exactly that. We were convinced by the ability to make immediate exchanges instead of losing sales, which is crucial for our clients, who purchase for specific dates.”**





## What results has Reveni helped you achieve?

Reveni has had a remarkable impact across various areas of the brand's daily operations.

- In Customer Service, the team has seen a significant reduction in inquiries such as “Where is my return?” or “When will I receive my refund?” allowing them to focus on other tasks that add value.
- Operationally, the warehouse process is faster, allowing the team to validate returns almost immediately.

**“Thanks to the instant refund feature and rapid exchanges, we’ve been able to reduce refund times and, surprisingly, increase the repurchase rate by 37%.”**





## What would you highlight as **Reveni's main advantage?**

Reveni's greatest advantage is the automation and elimination of repetitive, manual tasks, simplifying Sorellas' operations and eliminating errors in the return process. This means our Customer Service team can focus on high-value activities rather than time-consuming tasks.

**"Reveni has added a layer of security to client satisfaction with its fast and efficient refunds, which has improved our brand's reputation and built client loyalty."**





Additionally, as Alba and Marta emphasize, collaboration and working closely with suppliers is fundamental to their brand's operations. With Reveni, they highlight how collaboration with the team has been exceptional from the start.

**“They have shown an impressive commitment, always available to resolve any question or issue promptly and professionally. For us, it’s essential to have the support of a team we can fully trust, especially in an area as sensitive as customer satisfaction. Their responsiveness and dedication allow us to delegate this part of our business with complete confidence.”**





What **challenges** does Sorellas the Brand face in the coming months?

“Our main challenge is opening our first physical store in Barcelona, a significant step in our expansion strategy as we strive to get even closer to our clients.”

Another key challenge the brand highlights is expanding product categories and exploring new markets, both online and offline, so that clients can find options at Sorellas the Brand for every moment of their lives.



