CASE STUDY

Shopify-Native Merchant Tuckernuck Invests In Returns Tech

CHALLENGE

Slow Refunds, Out of Stocks & Manual Returns Processes

Tuckernuck, a Shopify merchant, experienced exponential eCommerce growth that left them with a thorny problem: **as sales grew, so did returns,** which meant slower refund times and increased out of stocks due to a fairly manual returns process. Tuckernuck knew that to solve their problem, they would need a holistic approach that both delighted customers with a beautiful front end and provided a back end that could automate refunds and exchanges and get items back into stock quickly.

SOLUTION

An All-in-One Returns Solution

Tuckernuck turned to Optoro's full platform **Returns Management** and **Returns Experience** solutions, which integrated seamlessly into their Shopify eCommerce flow and allowed them to process returns at scale and greatly reduce out of stocks. By turning to an all-in-one solution, they were able to provide their customers with a best-in-class returns experience that kept customers loyal and reduced customer care complaints while also reducing returns processing costs and times on their back end.

RESULTS

94%
CSAT score using Optoro's platform

98%
returns restocked to active inventory

40%
reduction in returns-related CC tickets

78%
returns resold & en route within 30 days of initiation