



ABOUT THE COMPANY

Invincible in detail since 1837, Invicta is known for offering supremely crafted timepieces for modest sums to satisfy the evolving fashion needs of its dedicated fans.

INDUSTRY : Retail

TECHNOLOGY

- Magento PWA
 - Multi-Source Inventory
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WESUPPLY PRODUCTS USED

- Branded Tracking Experience
 - Split Shipment View
 - Proactive Notifications via Email & SMS
 - Self-Service Returns
 - Multi Warehouse Returns
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Invicta offers Premium Brand Experience and Improves Multi-Location Return Efficiencies

CHALLENGE

When a customer places an order for multiple products each product is shipped from its own specific warehouse, resulting in split shipments. This becomes even more challenging when the customer decides to return a product. Simply returning unwanted products to one main warehouse creates major inefficiencies, transfers and ultimately delays in refunds.

Invicta needed a solution that can track shipment from multiple locations as well as handle returns where each product is returned to the sourcing warehouse without the overhead of creating unique SKU specific logic that determines the return location. The returns had to be fully automated, and multiple return labels had to be created with the current destination from one single request.

SOLUTION

WeSupply developed a custom solution (now fully available for everyone) that detects the originating warehouse for each product automatically and when a return is created for multiple products, and it generates multiple labels based on each product's return warehouse.

All the complexity is managed by one simple return logic that doesn't need to be updated for new products or when products are transferred to new warehouses.

By implementing WeSupply, Invicta was able to:

- Automatically notify the customers about the latest shipment updates even if an order is split into multiple packages
- Offer a premium order tracking and return experience
- Automate the entire return process that previously required manual intervention
- Return each product to the correct warehouse and drastically improve return efficiencies.

THE BOTTOM LINE

Invicta's premium brand demanded for a premium experience, with WeSupply they are now offering it without compromising on logistics efficiencies.