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Velvet box[™]
by *Shweta*

How did Velvet Box reduce
return rates of COD orders
by 15% using COD
to Prepaid Flow with Zoko?

Case study →



Company
Velvetbox
by Shwetha

Location
India

Employees
50-100

Industry
Jewellery

Website
www.velvetboxbyshweta.com/



Founded in 2017, Velvet Box by Shweta is a Bareilly-based jewellery and accessories brand known for its ethical production practices. Drawing inspiration from India's rich traditions and contemporary urban styles, the brand has carved a niche for itself by combining luxury and affordability.

Each piece of their jewellery reflects a dedication to quality, offering customers a refined yet accessible product.

In just a few years, Velvet Box by Shweta has become a trusted name in the Indian jewellery market. Their unique designs blend traditional craftsmanship with modern sensibilities, appealing to today's fashion-conscious consumers. By focusing on elegance and value, the brand has made luxury attainable without compromising style or heritage.

Velvet Box by Shweta had a 25% return rate on COD orders, leading to high Return to Origin (RTO) costs and delayed payments. The brand faced difficulties in maintaining profitability as COD customers returned products more frequently and payment delays impacted business cash flow.





Velvet Box by Shweta partnered with Zoko to set up a simple WhatsApp API that encouraged COD customers to switch to prepaid.



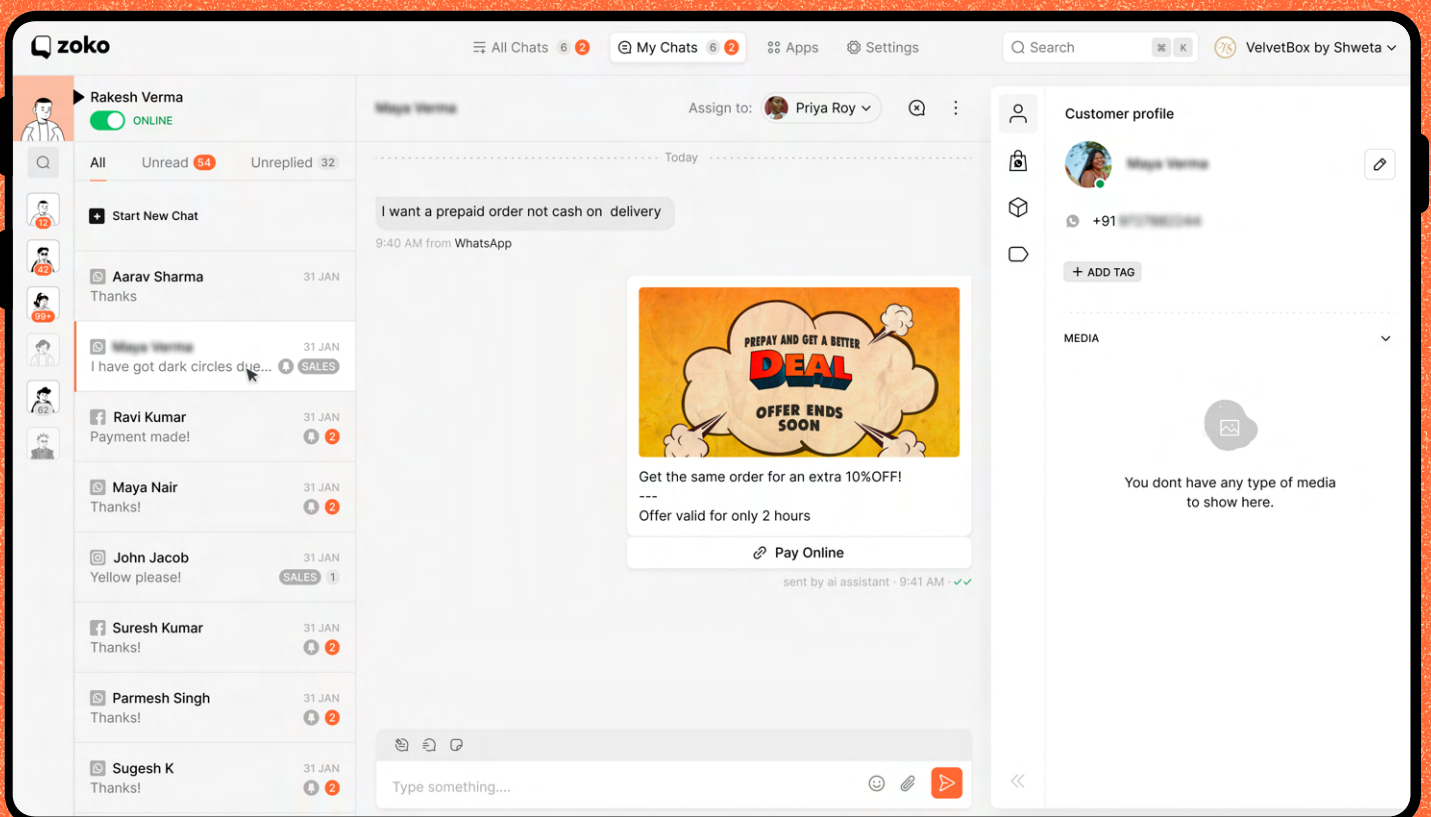
Every time a COD order was placed, a personalized WhatsApp message was automatically sent to the customer, offering them an option to switch to prepaid with a single click.

15%

COD to Prepaid
Conversion

Prepaid orders have 300% to 500% fewer returns than COD, resulting in cost savings on forward and reverse logistics, avoiding blocked inventory, and minimizing damage to fragile items.

Within 3 months, their returns dropped by 15% as more customers switched to prepaid. By offering large discounts on higher cart values, they saw even better results and cash flow improved by 25% as prepaid payments came in faster.





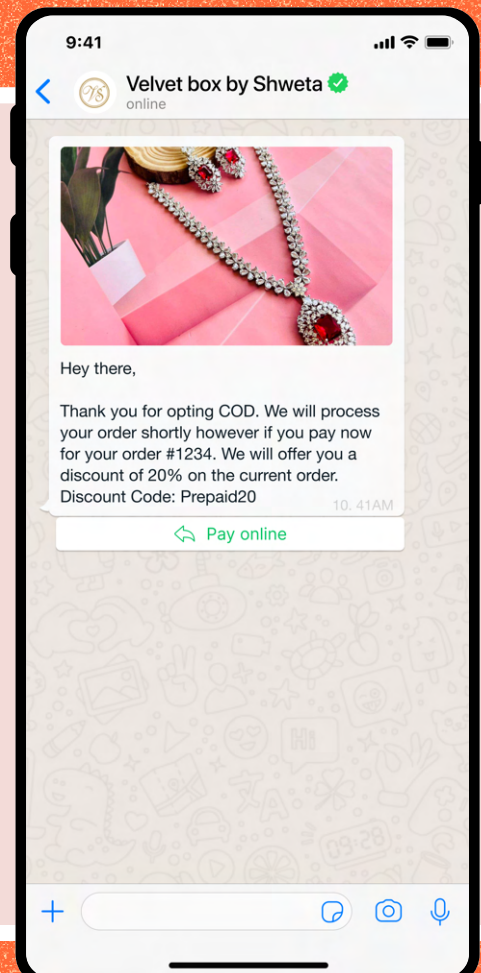
The entire process was automated, ensuring that every COD customer received a message immediately after placing their order. When a customer places a confirmed COD order on Velvet Box by Shweta's store, an automated WhatsApp message is sent offering a 5% to 10% discount for prepayment. This encourages customers to switch from COD, helping the brand reduce costs associated with handling cash orders. If the customer agrees, they are directed to a secure payment page, and once payment is confirmed, the order is updated to "prepaid" in the backend, ensuring smooth fulfillment.



As we always say, WhatsApp marketing is more than just sending out broadcast messages. Zoko's WhatsApp API for business helped Velvet Box by Shweta turn the COD problem into an opportunity. Out of 29 million orders, 5-15% of COD customers converted to prepaid. They could offer discount codes to buyers who switch their COD orders to prepaid, with discounts easily configured through Zoko's workflow system.

Turn COD requests to Prepaid Orders

Reduce RTO rates caused by COD and get customers to pay before shipping your products.





"Before we started using Zoko, managing COD orders was a challenge. We had a high return rate, and many orders were being canceled or not followed through. But after implementing Zoko's WhatsApp COD to prepaid feature, everything changed. Every time a COD order is placed, our customers get a simple WhatsApp message offering them a 5-10% discount if they prepay. It's quick and convenient for them, and the results have been impressive. In just a few months, we saw a 15% reduction in returns and a noticeable improvement in customer satisfaction. It's made a huge difference in how our customers engage with us."

Tushar Chhabra
Marketing



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Zoko to learn more about
how to do Better
business on WhatsApp.
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