zoko + Weavers India
The art of weavers

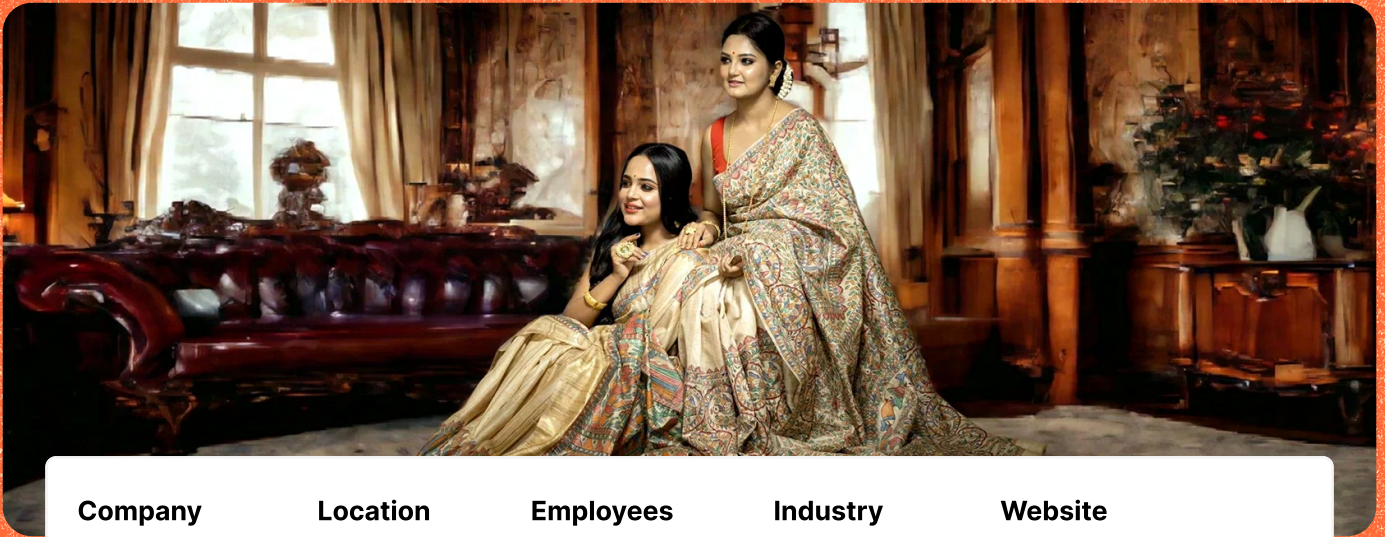# How Weavers India Reduced Failed Deliveries by 40% with Reattempt Delivery Flow using Zoko?

Case study →

| Company	Location	Employees	Industry	Website
Weavers India	India	10-50	Fashion	www.weaversindia.co.in/

Weavers India, established in 1985 under the name Khadi Kuthi, is a leading manufacturer, wholesaler, and supplier of handwoven pure silk, organic cotton sarees, clothing, and fabric. Since expanding to online sales in 2014, they have continued to provide top-quality sarees, produced by over 400 skilled weavers. Their team is dedicated to ensuring our clients receive the best products by using premium silk yarn and cotton slivers to create elegant designs.

Our sarees are crafted to meet global quality standards, using only soft, high-grade fabric, threads, and other materials. Known for their attractive designs, smooth finishes, perfect textures, and durability, they are suitable for all seasons and occasions. They offer a wide range of color combinations, prints, patterns, and embroidery, ensuring there's something for every taste.

They prioritize quality in every step, from design to delivery. Their sarees are carefully packaged to ensure safe delivery, and we maintain a large, well-organized warehouse to store our products securely. At Weavers India, customer satisfaction is at the core of everything they do.

Over a period of six months, Weavers India encountered a major issue with 3,557 failed deliveries being labeled as undelivered. Customers often missed important delivery notifications and had no easy way to reschedule a delivery, leading to frustration and an increase in abandoned orders. This resulted in higher operational costs, shipments being returned to the origin, and customer dissatisfaction.
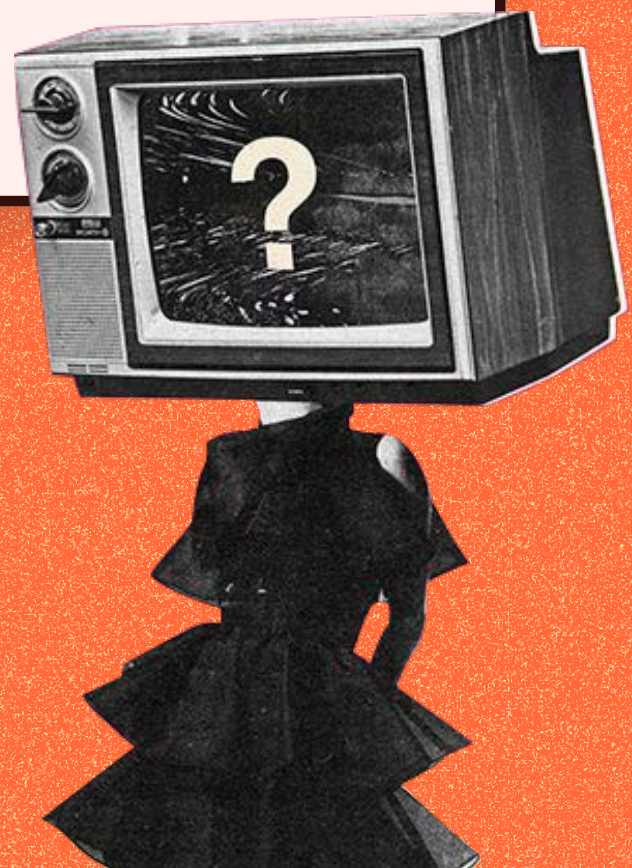
Weavers India implemented a Reattempt Delivery Flow to streamline the process of managing missed deliveries. This flow included several key steps that improved communication with customers and reduced undelivered orders.

Making your first delivery attempt successfully on time means everything in eCommerce retail. Each redelivery incurs additional costs for your business and longer waits for your customers, who will become dissatisfied if they have to wait for a redelivery. This means that every failed delivery attempt is costing you money.

40%
Reduction in Failed Deliveries

The implementation of the Reattempt Delivery Flow at Weavers India led to significant improvements, including a 40% reduction in failed deliveries within the first three months.

Customers benefited from the ease of rescheduling missed deliveries, resulting in higher satisfaction and positive feedback. Additionally, operational costs were lowered due to fewer return-to-origin shipments and re-dispatches.

The automation of sending updated delivery details to shipping partners also enabled faster and more efficient delivery reattempts.
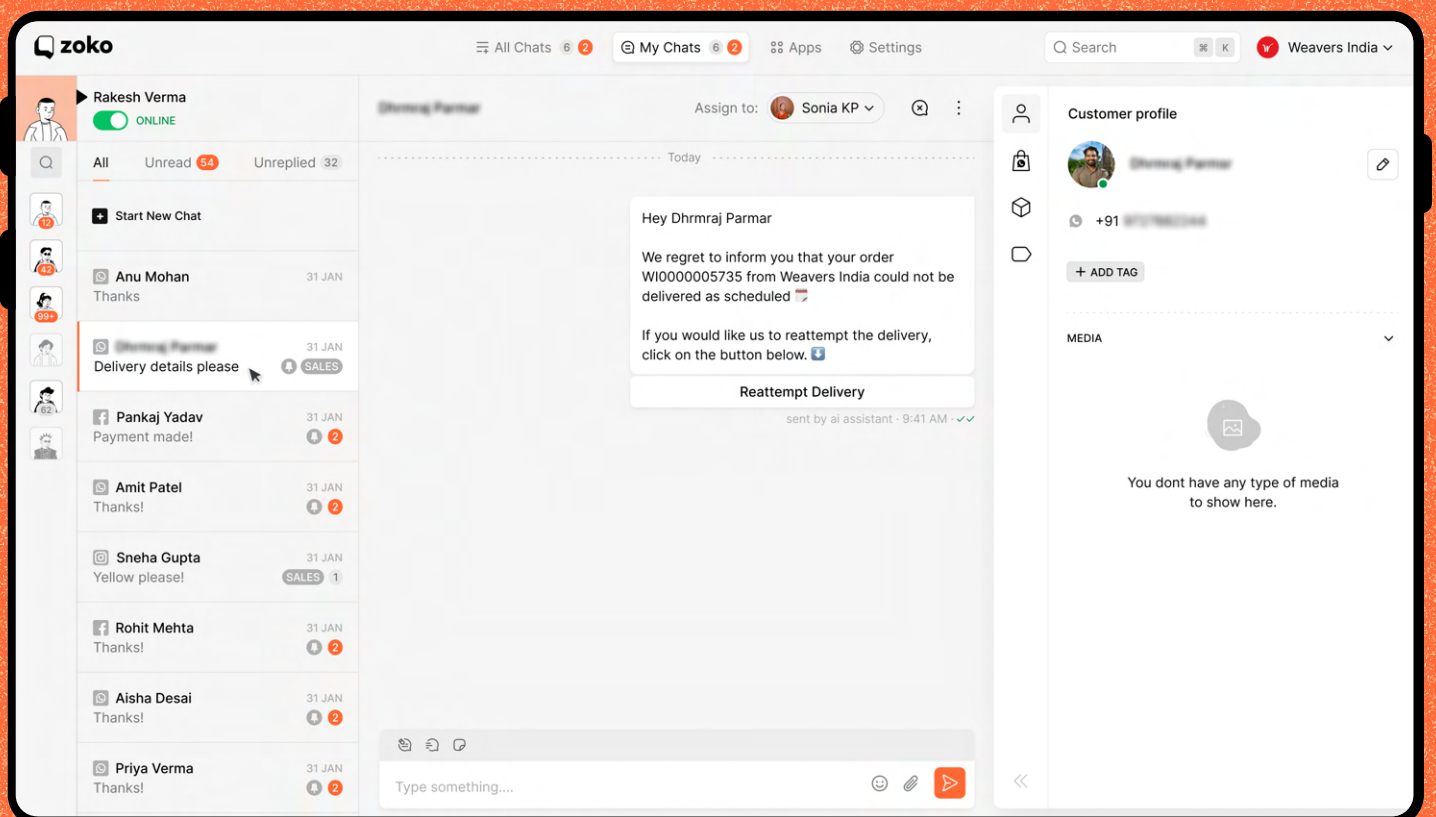
How does the Reattempt delivery flow work?

1. Immediate Notification of NDR: As soon as a delivery was marked as undelivered (NDR), the customer received a notification via WhatsApp and SMS, informing them of the missed delivery attempt.
2. Simple Reattempt Process: The notification provided customers with an easy-to-use link, allowing them to reschedule their delivery by selecting their preferred time and date for the reattempt.
3. Option to Update Contact Information: Customers could also update their contact information if needed to ensure successful delivery on the next attempt.
4. Automated Communication with Shipping Partner: Once the customer submitted their preferences, the updated delivery details were automatically sent to the shipping partner, enabling a swift reattempt.
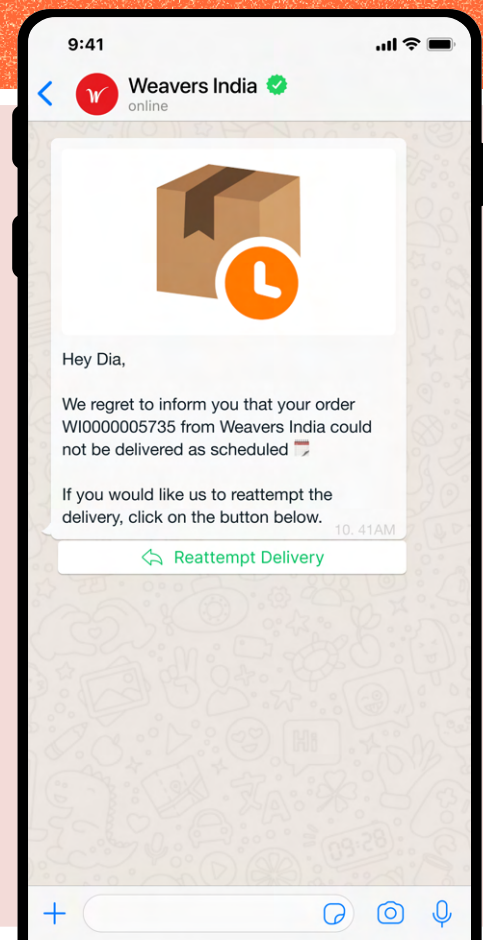
The Reattempt Delivery Flow provided Weavers India with an efficient and customer-centric solution to manage missed deliveries. By automating notifications and offering customers the ability to easily reschedule their deliveries, the brand not only reduced failed deliveries but also enhanced the overall customer experience.
For a brand like Weavers India, which is built on the foundations of quality craftsmanship and traditional values, ensuring that customers receive their orders in a timely and hassle-free manner is crucial. This improved delivery process reflects their commitment to excellence in every aspect of the customer journey, from order placement to final delivery.

Reduce Failed Deliveries with Zoko's Reattempt Delivery Flow

Streamline the redelivery process to minimize failed deliveries while cutting operational costs and preventing revenue loss.

9:41

Weavers India ✅
online

Hey Dia,

We regret to inform you that your order WI0000005735 from Weavers India could not be delivered as scheduled 📅

If you would like us to reattempt the delivery, click on the button below.

10.41AM

↩ Reattempt Delivery

★★★★★

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Before implementing the Reattempt Delivery Flow, we were facing significant challenges with undelivered orders. Over six months, 3557 orders went undelivered, and that really hit us hard, both in terms of customer satisfaction and operational costs. Customers weren't always available to receive their orders, and it was a hassle to coordinate new delivery attempts. The Reattempt Delivery Flow completely changed that for us. By simply automating a message to customers, asking them if they'd like a reattempt and letting them choose a preferred date and time, we saw a 40% reduction in failed deliveries in just three months.

Arup Kumar

Co-founder

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Schedule a demo with Zoko to learn more about how to do Better business on WhatsApp. wa.me/919586538447

Scan to book a demo.