× Lagorii | FASHION · RETURNS AND EXCHANGES

How Lagorii automated more than 50% of their return queries with Spur & Return Prime

See how Lagorii leveraged Spur to send return/exchange request info on WhatsApp, automating >50% of their support queries and boost CSAT by 20%

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Lagorii
Fashion · Returns and exchanges

20%
CSAT Increased

Return/Exhange Queries Automated	> 50%
One time Setup effort	30 Mins
Integration Cost	Free

KEY TAKEAWAYS

- Send return and exchange updates where customers are more likely to read them.
- Connect Return Prime events to WhatsApp messages.
- Lagorii reported more than half of return queries automated and 90% opens on WhatsApp updates.

Ask an AI about this story — ChatGPT | Claude | Perplexity

CHALLENGE	Low email opens left customers contacting support for return and refund updates.
SOLUTION	Send return, exchange and refund status updates through the Return Prime integration on WhatsApp.
RESULTS	✓ More than 50% of return queries automated ✓ 90% reported opens on WhatsApp updates

HOW THE WORKFLOW WORKS

STEP 1
A return or exchange status changes

STEP 2
Send the WhatsApp update

STEP 3
Let customers check the next step

Importance of Easy Returns and Exchange to increase Customer Retention

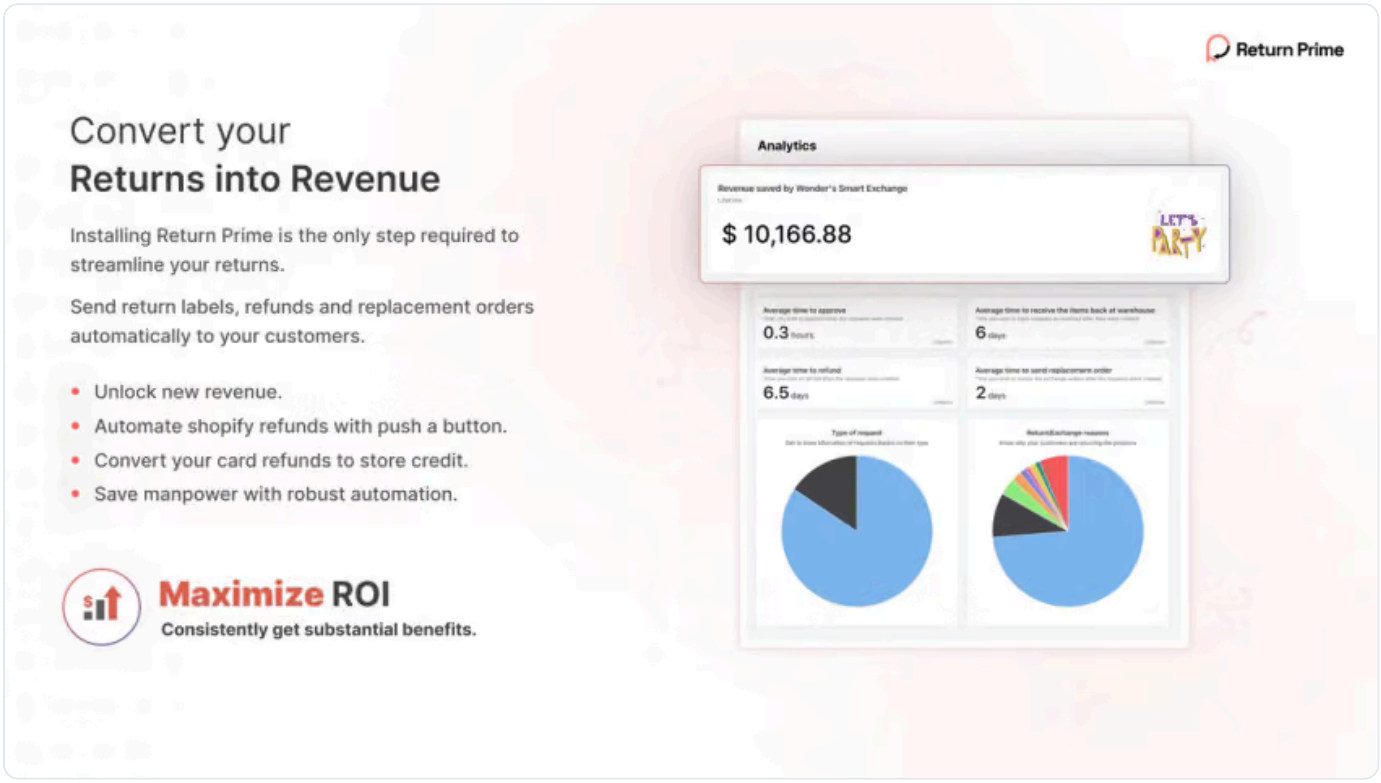
Seeing messages for returns/exchanges is an ecommerce owner's worst time of the day. However, it's an essential thing to manage, and if managed well, it can not only be a liability but a great retention channel!

Happy Customers = Happy Business!

Customer satisfaction should be number one for any business. The better the service, the bigger and stronger the business grows. Even a small problem or dissatisfaction can be a domino effect and bring down a business.

Every interaction with your business should be seamless and nice. Mismanaged returns and exchanges of damaged or unsatisfactory products can kill a brand.

Using Return Prime to Manage Returns/Exchanges



Return Prime Shopify App

Return Prime, the best Shopify app to manage Returns and Exchanges, lets you focus on your business completely by helping you optimize the Returns/Exchange Process.

The app is used by 2500+ merchants across the globe and has 643 reviews on the Shopify App Store.

Why WhatsApp for Updates?

The problem with Email

Lagorii used to send emails to their customers for Return and Exchange updates. The problem? No one used to open emails! Their average email open rates were less than 20% and people used to directly reach out to their support numbers instead & ask for updates on their refunds.

Using WhatsApp for Returns & Refund Requests

Now any D2C brands customers can easily set up WhatsApp alerts for updates on return & exchange requests. Lagorii has seen 90% open rates on such messages, drastically reduced support, and provided their customers a convenient place to refer to the gift card codes they've sent so that they can order next time.

SPUR

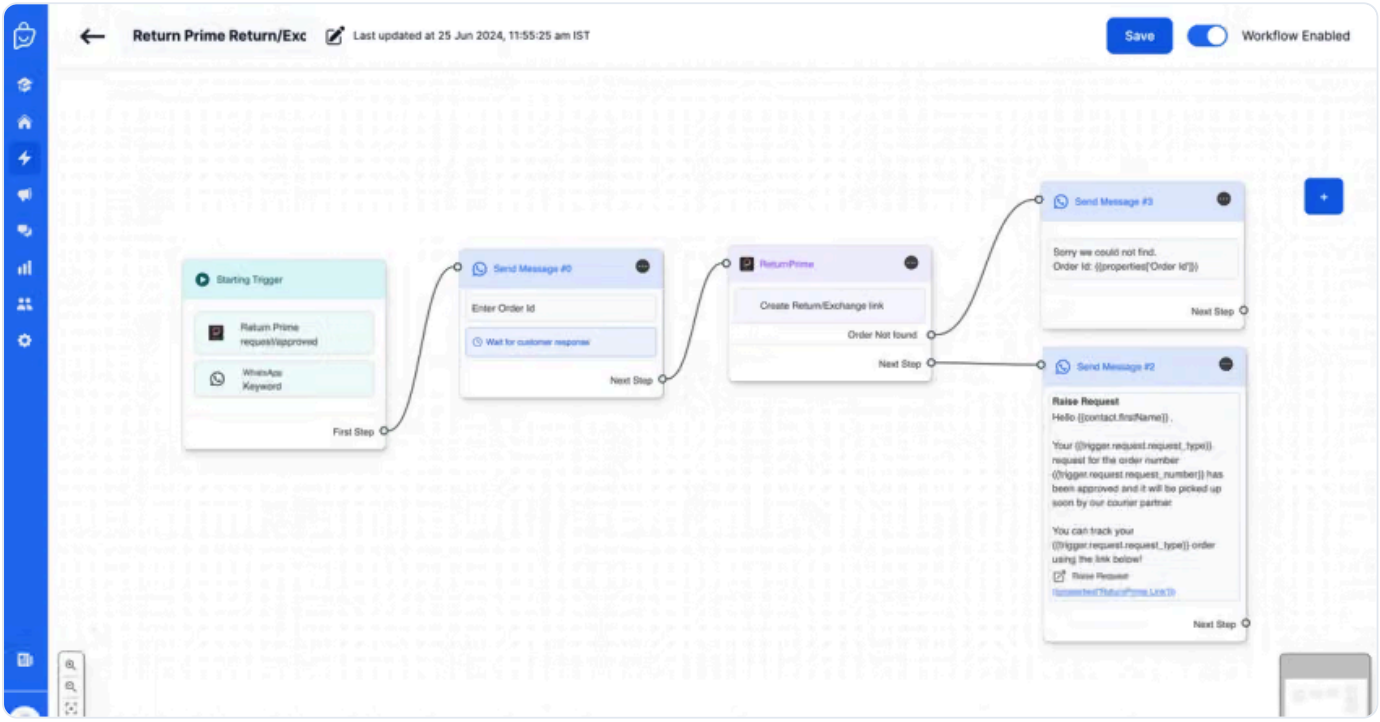
Reduce the “where is my refund?” follow-up.

Send useful updates and gift-card details through the conversation customers already use.

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Types of Return & Exchange Messages Sent

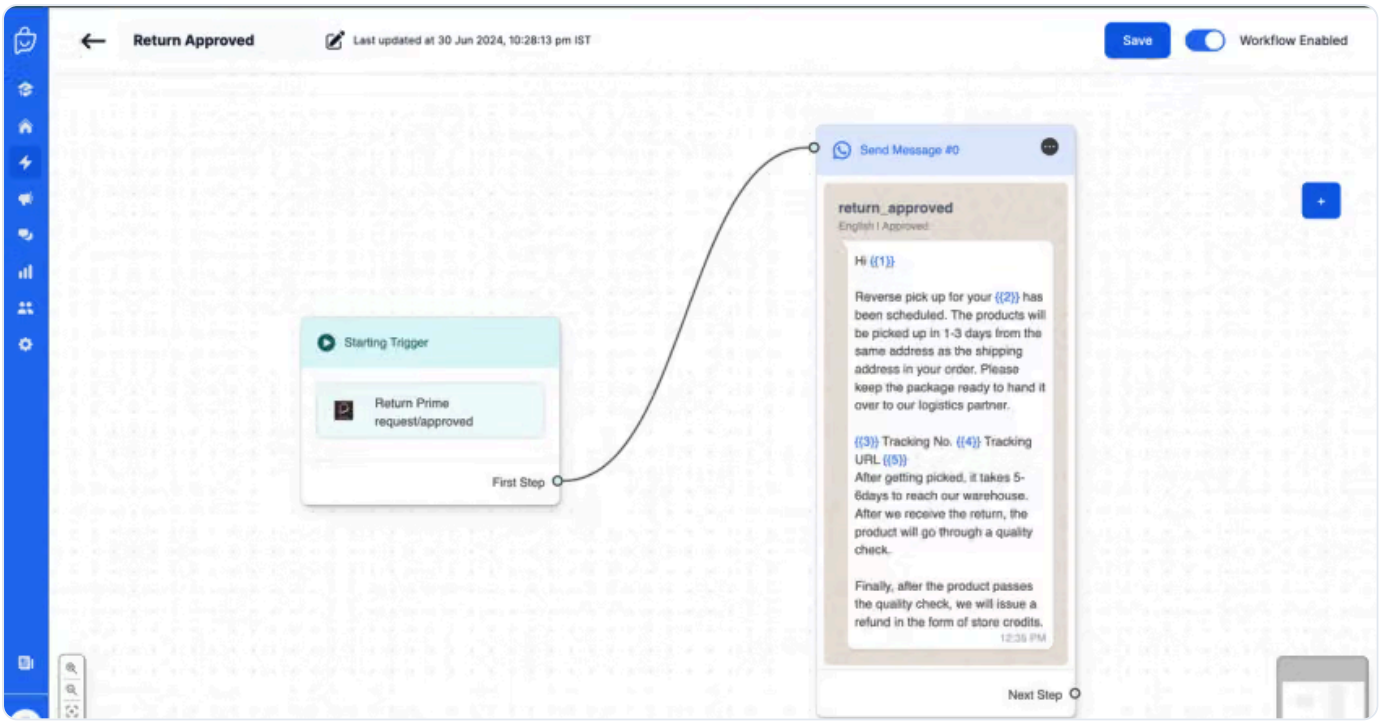
Initiating a Return/Exchange Request



Customers can easily initiate return/exchange requests on WhatsApp

A customers can now easily initiate return/exchange requests on WhatsApp itself, rather than figuring out how to do that on the brand website, or calling the brand's support.

Return / Exchange Approved Message



Flow to send a message when a return/exchange request is approved

Now, the moment a customer places a refund/exchange request, they get a message on WhatsApp that the process has been initiated, and their product will be picked up in 1–3 days.

Spur also picks up the return tracking information and forwards that to the customer on WhatsApp, this allows customers to easily be informed on when the delivery person will pick up the order.

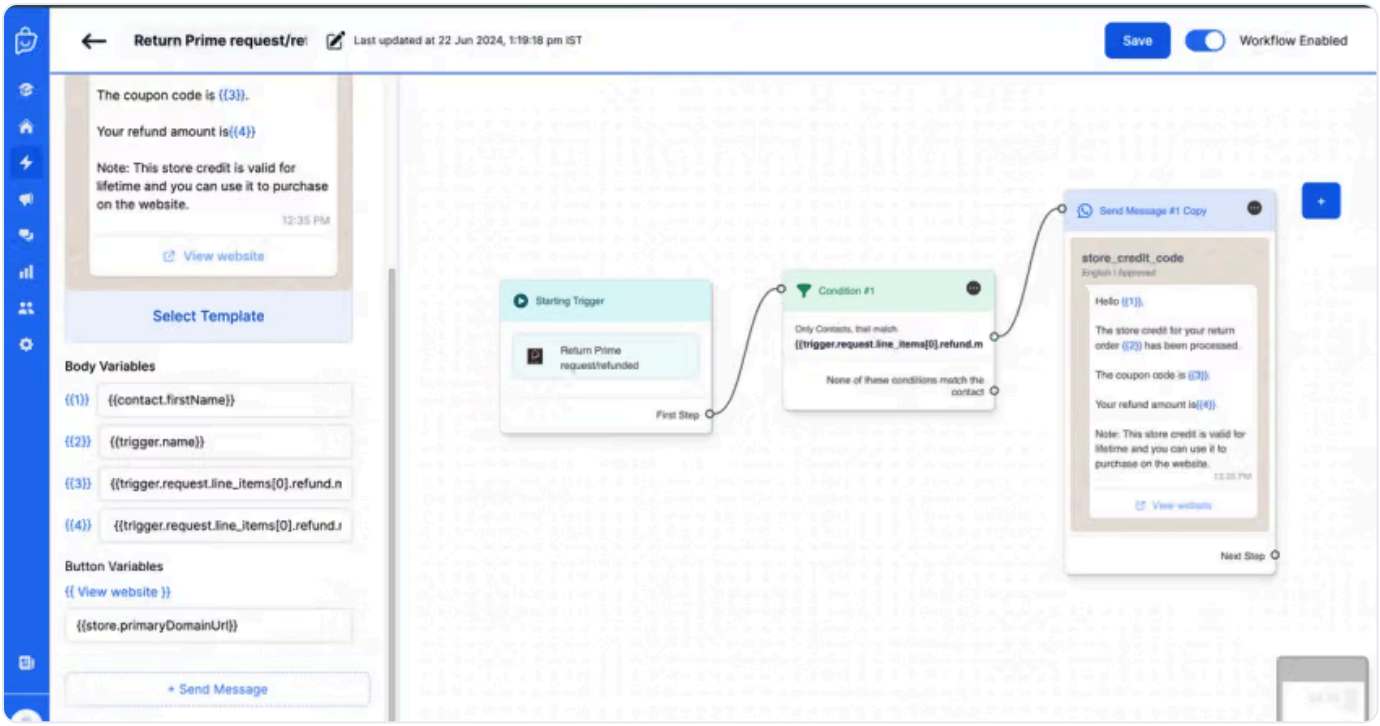
Refund processed message

The most important message after a refund is processed: Where is my refund? Lagorii gives a store credit whenever a refund is processed. Now two things are super important here

1. How much amount was refunded?
2. Where do I find the refund?

Lagorii can now send both this info in a single WhatsApp message to the customer, this drastically reduced their support as customers were always confused where is the gift card code and used to raise tickets with the brand about it.

The sooner a customer get the refund coupon code, the sooner they'll place their next order.



Message with coupon code and refund amount

SPUR

Keep customers informed about their returns.

Connect Return Prime to WhatsApp updates so customers can find their status without starting another support chat.

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Conclusion

Results at a glance

CSAT Increased	20%
Return/Exhange Queries Automated	> 50%
One time Setup effort	30 Mins
Integration Cost	Free

Both Spur & Return Prime believe in enabling our merchants to build the best experience for their customers and convert WhatsApp into a retention channel.

Signup on the Spur Platform now to grow your business!

LinkedIn post
View the original post

> “Spur's Return Prime integration has made returns & exchange communications a breeze for us. Customers did not open their emails & that increased our support in handling all such queries. Not only our support has reduced, but this has also boosted customer satisfaction.”
>
> **Jatin Dugar**, Founder, Lagorii

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

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- 14-day free trial
- No credit card needed
- Connects to Shopify in minutes
- WhatsApp billed per delivered message