

Cariuma offers shoppers sustainable sneakers with seamless returns & exchanges with Happy Returns

Cariuma, a direct-to-consumer retailer, sells stylish sneakers with classic silhouettes that are comfortable, affordable, and made in socially conscious ways in ethical factories.

The company selects natural premium materials and handcrafts its shoes for the highest quality. Products are delivered in recycled and recyclable packaging via carbon-neutral shipping options.

Cariuma looks to differentiate themselves from other legacy sneaker brands by following its sustainable production process and operations model.

Felipe Araujo, Chief Digital Officer at Cariuma, shared how Happy Returns by PayPal has been an integral contributor to its success.





The challenge.

As an emerging brand with online purchases representing the majority of sales, Cariuma faced significant obstacles from the buyer's experience. Are the sneakers true to size? What's the quality of the materials? With no way to touch and try on the shoes in person, it needed to overcome any hesitation to purchase.

Cariuma also strives for sustainability and ethical practices in every aspect of production and operations. This involves a completely different approach to everything they do, from sourcing raw materials to streamlining exchanges and returns. Cariuma needed to assure its consumers that they indeed lead with their values in every facet of their business.

When it came to the shopping experience, Cariuma knew it needed to create a shopping experience that was as satisfying and frictionless as possible. They needed to overcome any reluctance to purchase by offering a simplified returns and exchanges process. By teaming with Happy Returns, the company has opened the door to offer free, no-hassle returns and exchanges.

The solution.

Initially, Cariuma processed exchanges and returns manually, relying on its service team to print shipping labels and juggle new orders on the backend. However, Cariuma wanted a process that actually enhanced the customer experience. It quickly became clear that Happy Returns offered the returns and exchange experience that Cariuma wanted to provide.

Felipe Araujo, Chief Digital Officer at Cariuma stated, "Using Happy Returns has huge repercussions on our marketing. We keep customers happy, increase sales, and ensure retention. And our service team can be more proactive with other issues."

With Happy Returns, Cariuma shoppers can easily start the process online, generating a QR code that allows them to drop off returned shoes box-free at thousands of Return Bar locations across the U.S. Rather than having to print labels, package everything, hunt for the right carrier, and wait weeks for a refund, consumers simply drop their returns off. As a result, Happy Returns has helped further boost sales, encouraging consumers to place more orders worry-free, and increasing customer satisfaction. The simplicity of the process has also played a role in building consumer loyalty that generates more repeat orders and produces higher lifetime value (LTV).

"We appreciate the low cost, ease of rolling out the solution, and fast time to market," Araujo continues. "But the big differentiator has been Happy Returns' nationwide network of Return Bars, that's essential to delivering an outstanding experience."

Araujo also cites Happy Returns' support for exchanges and returns globally. In its first month in business, Cariuma shipped its shoes to 29 different countries. Simplifying returns worldwide has been critical.



The results.

Since implementing Happy Returns, Cariuma has seen its Net Promoter Scores rise by 43%.*

More satisfied customers have, in turn, contributed to a decrease in the overall customer contact rate, freeing Cariuma's service team to add more business value.

Nothing means more to Cariuma than having consumers touch and try on their shoes, falling in love with them and making additional purchases.

Cariuma has recently experienced a 20% increase in repeat purchasers since launching with Happy Returns.* "While other company-wide efforts certainly contributed to this 20% lift, Happy Returns played a significant role in achieving these gains."

With the company's products fabricated in Singapore, Happy Returns' ability to aggregate and ship returns in bulk in reusable containers not only reduces costs, but it also enhances sustainability.

In addition, shoppers get refunds at first scan, rather than having to wait for packages to be received in Singapore.

Cariuma appreciates the way Happy Returns has stepped up to meet any challenge, working closely together to offer its customers a better experience and aggregating returns to minimize Cariuma's carbon footprint.



Araujo concluded, "Happy Returns partners with us to ensure that our customers' post-purchase experience is as positive as their pre-purchase journey. That's super important."



The post-purchase journey is where you can build loyalty and make consumers true ambassadors of your brand. The goal is to transform an exchange or return from a bad moment into a good one that keeps consumers engaged.

Felipe Araujo
Chief Digital Officer, Cariuma



SUCCESS METRICS

40%+

higher Net Promoter Scores.*

20%

increase in repeat purchasers.**

*Data source from Happy Returns via Delighted by Qualtrics, 2021. These results may not be typical and may vary substantially by business. This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.

**Data source from Cariuma, 2021.

