swifter
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How a D2C travel & lifestyle brand improved customer satisfaction with SwiftER-powered next-day fulfilment

Executive Summary

A leading Bangalore-based D2C travel and lifestyle brand set out to redefine the luggage category with quick-commerce speed. To drive higher conversions and drive sustainable growth, the brand partnered with ElasticRun's SwiftER platform for guaranteed next-day delivery in Mumbai and Delhi. At the core, the strategy revolved around meeting the customers' need for speed with every order.

Within weeks, the brand achieved 100% on-time, error-free fulfillment, drove a surge in repeat orders and boosted conversion rates. The brand also saw a substantial upliftment in NPS - proving that speed and owning customer relationships can fuel sustainable growth.

About The Brand

The brand designs premium luggage, backpacks, and travel accessories infused with style and durability. Built on a direct-to-consumer model, the brand emphasizes both product excellence and the end-to-end customer experience. As demand climbed, it recognized that fast, reliable shipping was no longer a "nice-to-have" but a core expectation for its discerning travellers.

Objectives & Challenges

Faster Deliveries
Shrink delivery windows from multi-day delivery to next-day delivery in key markets

Boost Conversions
Meet the customers' need for speed to turn browsing into purchases

Drive Loyalty
Encourage repeat buying by consistently meeting time commitments through SwiftER fulfilment

Minimize Returns
Improve order accuracy to cut reverse-logistics costs and customer frustration

Solution

The brand collaborated with Elasticrun to adopt the SwiftER platform. SwiftER is a plug and play quick commerce network platform designed to meet the specific needs of fast-paced, high volume delivery operations. This plug and play quick commerce network connected the brand to a vast array of dark stores and local distribution hubs, ensuring that inventory was always close to the customer. In the near future, the brand is preparing to launch SwiftER's Same Day Returns, further strengthening its promise of speed and customer convenience.

Optimized Delivery Execution
Order assignment with smart route planning and live-tracking. The process resulted in a highly accurate and on-time delivery process that consistently met customer expectations.

100%
On-Time, Error-Free Fulfillment

Achieved 10.6%
Repeat orders rate on SwiftER network

Improved
Customer Satisfaction

Outcomes Achieved

Elevated
Shopping Experience

Fewer
Return Rate

Conclusion

Embedding SwiftER's quick-commerce network enabled the brand to outpace competitors with a clear strategic advantage. It strengthened control of its last-mile experience, delivered on its promises, and has fostered stronger customer relationships - all without new infrastructure investments. Fast and accurate delivery have become the brand's secret ingredient for scaling sales growth and improving customer loyalty.

About Swifter

SwiftER is a plug and play, white label quick commerce fulfillment network for D2C brands. SwiftER empowers brands to take control of their customer relationships and meet the customers' need for speed. With swifter deliveries, brands can boost sales and make rapid fulfilment their competitive advantage.

With ElasticRun's SwiftER network, brands can offer 2-hour delivery, same-day delivery, and same-day returns, enhancing the end-to-end customer experience. SwiftER is already live and operational across major cities including Mumbai, Bangalore, Delhi, Pune, Hyderabad, and Kolkata.

Say Hello to the Official Home of SwiftER

Supercharge your brand growth with

🔥 2 Hr Delivery

🔥 Same Day Delivery

🔥 Same Day Returns