

Boosting CX and Loyalty : A D2C Pet Care Brand's Quick Commerce Transformation



Executive Summary

A leading direct-to-consumer brand for pet parents faced the growing challenge of meeting the high expectations of modern pet owners. With urgent needs for pet food, medicine, and supplies, customers began to prioritize speed and convenience. The brand recognized that its traditional delivery model needed a significant upgrade to retain its competitive edge and enhance customer loyalty.

To address this, the brand implemented ElasticRun's SwiftER platform, gaining a plug-and-play quick-commerce network for rapid and reliable fulfilment. This move enabled same-day and next-day fulfilment across key metro areas, resulting in improved conversion rates and stronger repeat purchase behaviour. The rollout went live in Delhi (May), Mumbai (June), and Bangalore (July).

With ElasticRun's SwiftER platform, the brand witnessed 55% repeat purchases on swifter network and saw a marked uplift in customer satisfaction.

About The Brand

This direct-to-consumer (D2C) brand offers a wide range of products and services for pet parents, from premium pet food and accessories to expert veterinary care and training. As the company continued its rapid expansion, it became clear that a traditional delivery model was no longer sufficient to meet the urgent and often spontaneous needs of its customers. To sustain its scale and service standards, the brand began exploring faster, more agile logistics solutions suited for the quick-commerce era.



Objectives

The primary objective was to significantly improve delivery speed to better meet pet parents' needs. Any gains in speed had to preserve the brand's service promise of accuracy, care, and reliability on every delivery. In an environment where a pet's needs can be urgent, the brand sought to:



Cut Delivery Time to Same Day

Speed up fulfillment to reduce order-to-delivery times and meet urgent needs.



Gain a Competitive Edge

Build a quick-commerce network to stand out in the crowded pet care space.



Drive Repeat Purchases

Encourage repeat business by offering speed and reliability.



Expand into New Markets and Boost Sales

Enter new markets with a compelling customer promise and improved conversions.



Strengthen Brand Loyalty

Own customer relationships and improve NPS by delighting customers with every delivery.

Solution

The brand plugged into ElasticRun's SwiftER platform, a plug-and-play quick-commerce network. This ensured pet products were always within easy reach of customers. The rollout went live in Delhi (May), Mumbai (June), and Bangalore (July). The brand also plans to launch a dedicated 30-minute delivery, powered by SwiftER. This offering will be launched across key customer clusters identified by the brand.



Accurate and Timely Delivery

Orders were processed using optimized routes and real-time tracking. This resulted in a highly accurate, on-time delivery process that consistently met and exceeded customer expectations.

Outcomes Achieved

The brand unlocked game-changing speed and efficiency with SwiftER, reinforcing its position as a customer-centric pet care brand.



Conclusion

The brand's journey with SwiftER highlighted how the right ecosystem can redefine customer experience. By harnessing the power of SwiftER's ultra-fast fulfillment network, it has set a new benchmark for speed and reliability. The strategic alliance has enabled seamless customer journeys that drove repeat business and strengthened brand trust. With SwiftER, the brand has turned convenience into 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