

How SwiftER's Next-Day Fulfilment Drove a Surge in Repeat Purchases for a D2C Skincare Brand



Executive Summary

A fast-growing D2C skincare brand saw an opportunity to boost repeat purchases by improving fulfillment speed. The team wanted to ensure guaranteed next-day delivery to drive sustainable growth. To achieve this, they partnered with ElasticRun's SwiftER platform. SwiftER is a plug-and-play quick-commerce network built for brands and marketplaces.

This strategic move enabled the brand to successfully scale its operations and is now achieving 500 orders per day across key markets. This service is operational in 3 major cities: Bangalore, Hyderabad, and Kolkata. 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 70% upliftment in NPS proving that speed and owning customer relationships can fuel sustainable growth.

About The Brand

The brand offers a premium range of skincare products, focusing on natural ingredients and ethical sourcing. Built on a direct-to-consumer model, the brand emphasizes both product efficacy and the complete end-to-end customer experience. As demand surged, it recognized that fast, reliable shipping was no longer a "nice-to-have" but a core expectation for its customers.

Objectives & Challenges

The skincare brand wanted to accelerate repeat purchases by upgrading its delivery promise, ensuring that service quality matched its product quality. In an environment where customer expectations for instant gratification are high, the brand sought to:

Reduce Order to Delivery Time

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

Higher Conversion

Satisfy Customer Need for Speed and enabled repeat purchases

Drive Brand Loyalty

Encourage Customer Satisfaction and NPS through Speed and Reliability

Minimize Returns

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

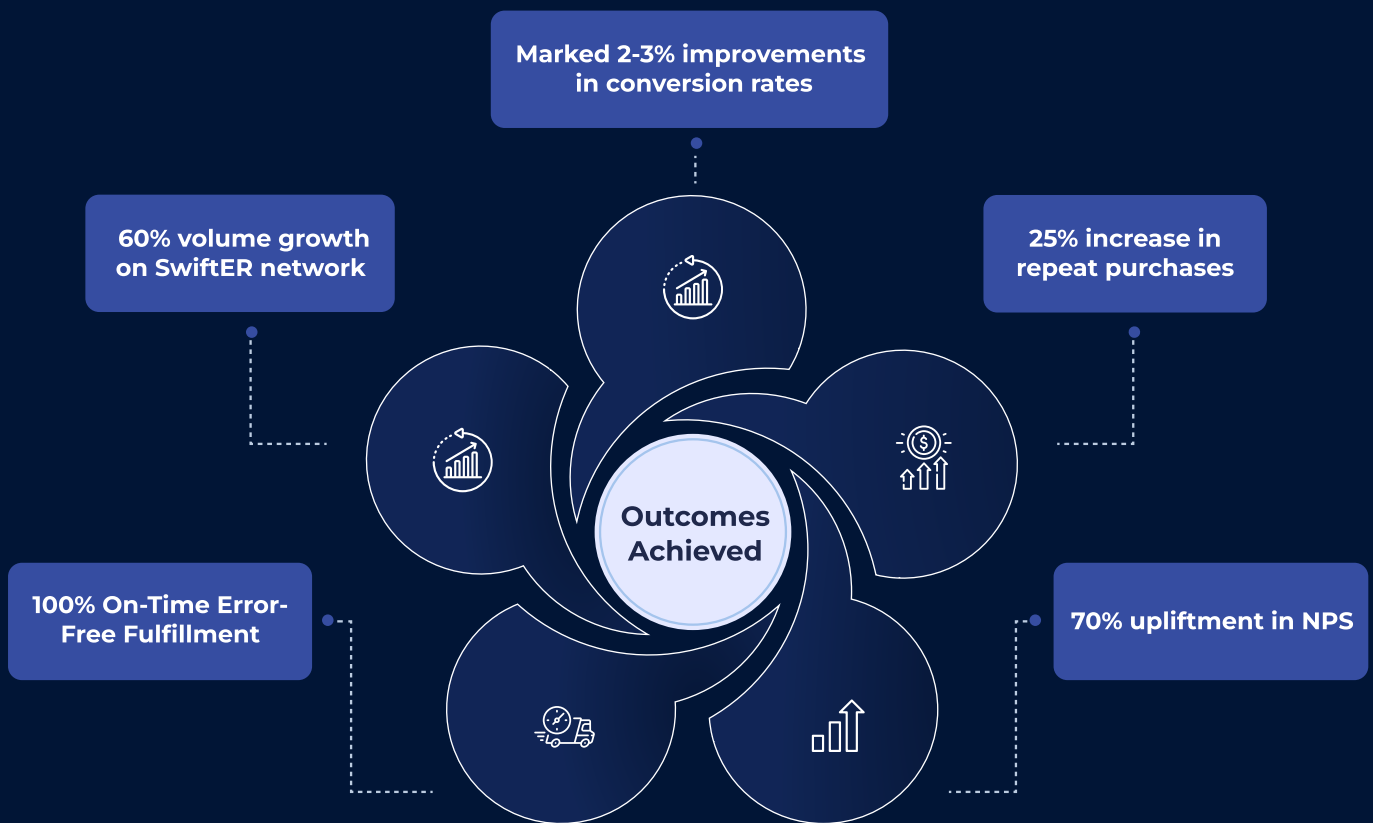


Solution

The brand collaborated with ElasticRun to adopt the SwiftER platform to enable next day deliveries. SwiftER is a plug-and-play quick-commerce network platform designed to meet the specific needs of fast-paced, high-volume delivery operations. This network connected the brand to a vast array of dark stores and local distribution hubs, ensuring that inventory was always close to the customer.

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.



Conclusion

By embedding SwiftER's quick-commerce network, the brand turned a logistical challenge into a strategic advantage. It reclaimed 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 repeat purchases and improving customer loyalty.

About Swifter

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

With ElasticRun's SwiftER network, brands and marketplaces 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, planning to add 10+ cities by the end of 2025

Say Hello to the Official Home of SwiftER



Supercharge your
brand growth with



2 Hr Delivery



Same Day Delivery



Same Day Returns