

HOW BAAG HELPED A SUPPLEMENT BRAND STREAMLINE 15K+ RETURNS A MONTH

SIMPLIFIED REVERSE LOGISTICS, FASTER
TURNAROUND, AND FEWER SUPPORT
HEADACHES — ALL AT A FLAT RATE.



The Challenge	BAAG's Solution
13K–16K monthly returns, mostly manual	48-hour return processing SLA
Slow return processing time	Flat rate per return, simple invoicing
High customer service volume (WISMO)	White-labeled return system
No visibility into return trends	Clean data for restocking and insights

RESULT

98% of returns processed in under 48 hours

Faster turnaround meant happier customers and less backlog.

27% drop in WISMO support tickets

With real-time tracking and faster processing, fewer customers asked “Where’s my return?”

–\$6,000/mo in internal labor costs

Freed up staff who were manually handling returns and support follow-ups.

Ops team refocused on growth, not backend issues

With BAAG managing the mess, the team could focus on retention, marketing, and scaling.

“Returns used to be a mess. With BAAG, it’s finally off our plate — and we’re not getting pinged every day by customers asking what’s going on.”
— COO, Health & Wellness Brand

“What we loved about BAAG was how simple they made it. No hidden fees, no complicated dashboards. Just fast, accurate returns we didn’t have to think about.”
— Head of CX, Supplement Brand