DigitalGenius helps Porto’s Bakery save $7K+ a month with proactive CS automation.

Porto’s Bakery
Porto’s Bakery is a company based in California that ships their best-selling range of frozen pastries, cakes, rolls, loafs, and empanadas straight to their customers, so they can bake them at home in 3 easy steps.

“DigitalGenius has been instrumental in relieving pressure on our internal teams, helping us deliver quality customer service, and proactively managing refunds and replacements.”

Rosa Porto,
CEO & Founder of Porto’s Bakery
The challenge

Porto’s Bakery has to ship their bake-at-home selection of tasty treats to customers 1-2 days before their requested arrival date (this varies slightly per state). If they don’t ship within this strict time frame, their products will spoil and have to be thrown away, causing dissatisfied customers, a ruined reputation, and a significant financial loss. As a fast-growing bakery, they need help keeping up with demands and avoiding the usual issues of hiring more staff - all while maintaining the great level of customer satisfaction they’re known for.

The solution

Using DigitalGenius’ carrier and Ecommerce integrations, DigitalGenius can identify if a Porto’s Bakery carrier has lost a package or has a delayed delivery. When this happens, the platform proactively sends a message to the customer, offering a replacement or refund. DigitalGenius then automates a replacement, which often comes before the delayed package or issues a refund - protecting Porto’s Bakery’s reputation and taking the pressure off staff. With the smooth introduction and integration of the DigitalGenius software into their day-to-day delivery processes (without the need to hire additional staff) Porto has eliminated a lengthy hiring and training process, removed human error in order fulfilment and has improved their profit margins thanks to less employee time spent on customer queries and refunded orders.

Integrations used:

- GLS
- FedEx
- Gusto
- Shipinc
- J giants

30K
Proactive Messages
DigitalGenius sends on avg. 300+ proactive customer messages per day

93%
On-time Deliveries
Thanks to DigitalGenius’ carrier analytics, giving them better visibility

$90K+
Shipping Savings
Porto’s Bakery can leverage delayed order details to carriers saving $7K per month

Example conversations

Thank you for the update… I was beginning to wonder what happened. I would be happy to take a replacement order. Any day for delivery next week is fine except for Monday. Thank you for keeping me posted 😊

Thank you for reaching out to me and letting me know the package will arrive later. May I please request a new order and have it sent for the next earliest date available. Thank you.

Thank you for the update, it’s greatly appreciated that you were proactive about the situation. Also, it was out of your control so no need to apologize. As for further steps, I’d like to move forward with a replacement order at the earliest date you can ship it out.

Please let me know if you need any information from me.

Thank you.

We would love to hear from you.

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