

SUCCESS STORY: MEINEMARKENMODE.DE

UNEXPECTED WINDFALL:

HOW MEINEMARKENMODE.DE RECEIVED 6-DIGIT REIMBURSEMENTS FROM AMAZON

BACKGROUND

Alexander Charatzoglou was aware that mistakes would happen with all their inventory going in and out, but there was never any time to take address them until an Amazon workshop changed that.

The story of meinmarkenmode.de looks a lot like the prototype of the American Dream. To finance his studies, the current managing director Eugen Allernborn started trading on eBay in 2009. As the company grew, he had to face the decision of whether to complete his studies or drop out of university and dedicate all his time to his work. He chose the latter: a decision which led to a lot of hard work but to even more success. Today, together with his business partner and friend Timo Bethlehem, he runs a successful online business with 50 employees at two locations.


STARTING POSITION

“It was clear to us that we were losing stock in the FBA warehouses. With over 30,000 items in 20 warehouses and the resulting stock movements, this is unavoidable”, Alexander explains, who works as Head of Sales Management at meinmarkenmode.de since 2012. “But there were too many other tasks that were given higher priority and we lacked the capacity to check the processes manually”.


This changed once when Alexander had a conversation about this topic with a fellow retailer during an Amazon workshop. “My fellow retailer was one of the pilot customers of SellerLogic Lost & Found. When he told me about an initial reimbursement worth a small car, I was so impressed that trying out this tool was at the top of my priority list. So I decided to see for myself,” Alexander remembers.




ABOUT MEINEMARKENMODE.DE

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FOUNDED:
2009

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INDUSTRY:
Fashion

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ARTICLES AT AMAZON:
30.000

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SHIPMENTS:
approx. 150.000 per month

SOLUTION

Automated analysis of hundreds of thousands of transactions within minutes

Based on the positive experience of his fellow retailer, no other solution than Lost & Found was ever considered for meinmarkenmode.de.

Alexander recalls the first experiences with SellerLogic's software: "Onboarding with SellerLogic was extremely easy and pleasant. The solution is intuitive and

can be used by anyone after a short period of training. Since we've launched, there has been no need for any support. Not even when we handed over the case management to new employees – this is quite remarkable!". After a moment, he adds: "The tool is also incredibly efficient. Behind its intuitive operation lies a very sophisticated system that greatly simplifies case processing."

THE SUCCESS WITH SELLERLOGIC LOST & FOUND

Since their launch with SellerLogic Lost & Found, meinmarkenmode.de has been able to claim reimbursements worth approx. 200,000 Euros. "This is already no longer a small car, but a whole house," Alexander laughs.

So the real loss of stock in the FBA warehouses clearly exceeded the company's expectations. At the same time, meinmarkenmode.de benefits from the sophisticated system, which also finds errors that would probably remain undetected when looked for manually. For Alexander, the human contact to Seller-

Logic is just as important. For him, SellerLogic is not only a tool that his company uses, he also appreciates the entire team that is always there for feedback and to provide top notch service through various communication channels.



200.000 €
REFUND FROM
AMAZON

To conclude, he finds clear words of praise: "SellerLogic Lost & Found is a real no-brainer. And not only in an economic sense. The low costs, the tool, the technology behind it, the services and the team behind it – simply everything – contributes to our complete satisfaction".

ARE YOU INTERESTED IN LOST & FOUND BY SELLERLOGIC?

Do not hesitate to email us at cs-en@sellerlogic.com and let us know how we can help you.

www.sellerlogic.com/en/