



From Courier Chaos to Prime Confidence: Keplin's Path to Amazon SFP Protection

Why Keplin Group Protects 2.5M Shipments a Year with Anansi.

Client: Keplin Group Ltd

Industry: Household Goods

Annual Shipments: 2.5 million

Average Order Value: £20

Spokesperson: Raman Mehta, CEO

"With Anansi, we've transformed our approach to delivery risk. Not only have we achieved substantial cost savings, but we also have the confidence that our operations are protected and optimized for growth."

Challenge

For the Keplin Group, maintaining Amazon's Seller Fulfilled Prime (SFP) status or complying with the TikTok Shop's strict return and refund policies isn't just about hitting metrics—it's vital to their competitiveness and customer loyalty. Access to these platforms is non-negotiable. It drives visibility, conversion, and customer trust.

But with over 2.5 million shipments a year, even a small rise in courier issues out of their control—missed scans, delays, lost parcels—can put performance metrics at risk. Plus, managing increased refund liabilities after removing courier compensation and the operational strain from manual claims was creating operational inefficiencies, impacting growth.

Keplin needed a way to protect their eligibility and bottom line at scale, without adding cost, complexity, and actually reducing admin.

Solution & Outcomes

Keplin partnered with Anansi to introduce a smarter layer of protection, automation and performance tracking across their delivery network which has had a significant impact:

- **Cost Savings:** Enabled the use of a broader range of couriers, leading to significant savings on shipping costs.
- **Operational Efficiency:** Reduced claim processing time by over 60%, freeing up resources for other business areas and priorities.
- **Financial Protection:** Secured compensation at full retail value for lost or damaged items, protecting profit margins.
- **Data Visibility:** Gained actionable insights into delivery and packaging issues, facilitating proactive improvements.