

Case Study



How Reflaunt Boosted Customer Satisfaction and Cut 90% in Costs with Offshore Talent

Brought to you by:

Nicolas Bivero

CEO & Co-Founder



Humanizing Growth

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Who is Reflaunt?

Reflaunt is a Portugal-based technology company offering Resale-as-a-Service (RaaS) tailored for luxury fashion brands and multi-brand retailers. Its platform allows customers to seamlessly resell past purchases through partner retailers' e-commerce channels.

With a focus on circular fashion, Reflaunt integrates resale technology into luxury retail, helping brands enter the secondhand market while maintaining full control of the customer experience and brand equity.

The core services of Reflaunt are:

- Resale-as-a-Service
- Concierge Resale Program
- Take-Back Programs

Location

Portugal

Industry

Retail

Portfolio

**Trusted by 30+
global brands**

Year Established

2020



The Challenges

Talent Access Limitations Without Local Presence

- **No Local Talent Access in Southeast Asia**

Reflaunt lacked a physical presence in Southeast Asia, making it difficult to tap into the skilled labor market in the Philippines.

- **Slow Hiring Process**

Hiring top-tier talent took longer than needed due to lack of local networks and inefficient recruitment processes.

- **Legal and Compliance Challenges**

Managing contracts, benefits, and compliance remotely was complex and risk-prone without regional HR support.





The Solutions

Integrated Talent, Onboarding, and HR Services

- **Targeted Sourcing Per Role**

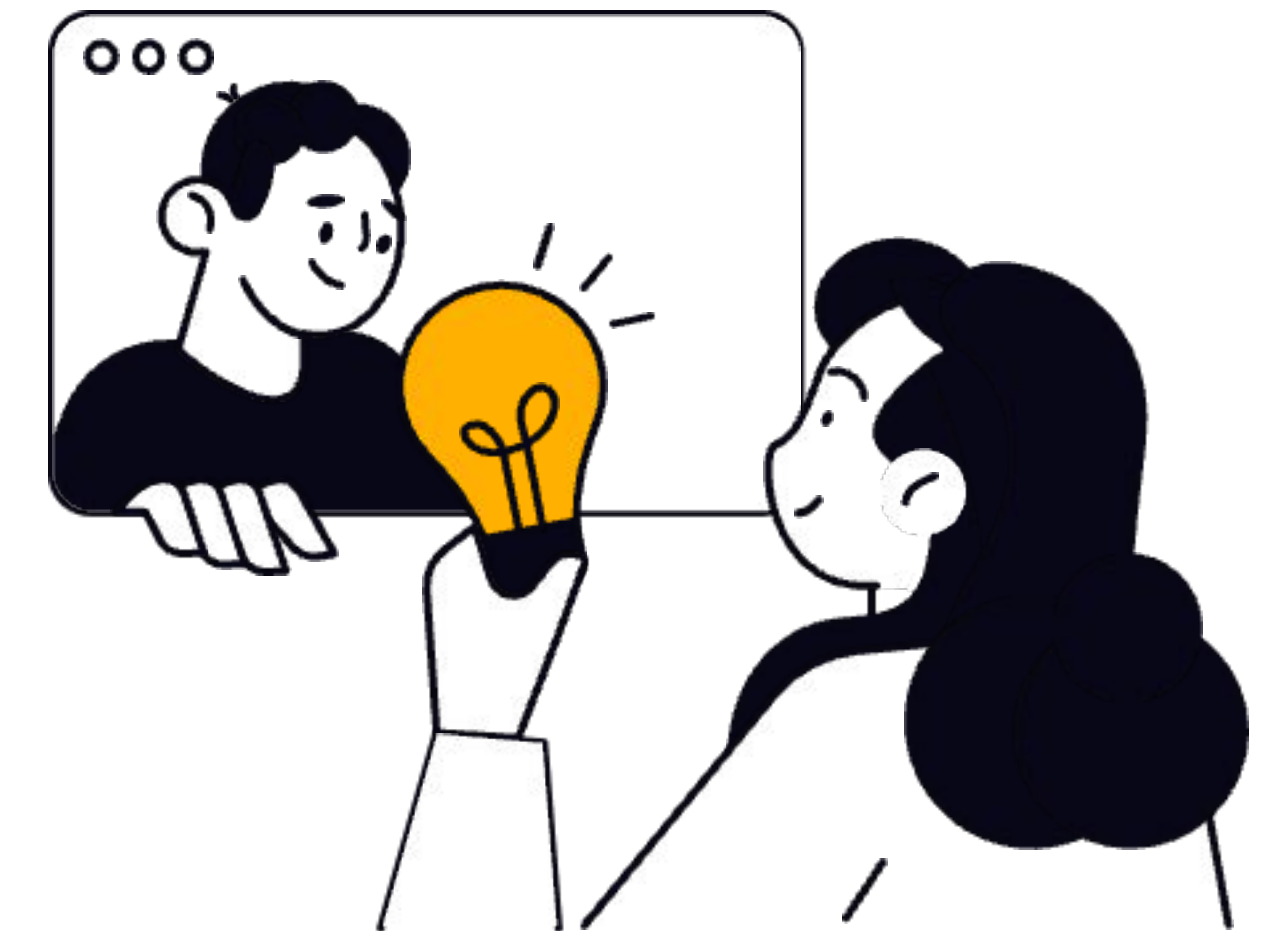
Penbrothers matched Reflaunt's hiring needs by sourcing candidates with the right experience for each position, including customer service and operational roles.

- **Faster Turnaround and Onboarding with Hypercare Support**

Roles were filled quickly, and Penbrothers' Hypercare Framework ensured smooth onboarding, aligned performance, and strong support, giving Reflaunt confidence in building a remote team without needing a local office.

- **End-to-End Offshore HR Management**

Penbrothers handled everything from recruitment to payroll, insurance, and legal contracts, allowing Reflaunt to operate smoothly without setting up a local entity.





The Results

Boosted Customer Satisfaction and Trustpilot Ratings

- **Improved Customer Service Quality**

Remote hires enhanced customer satisfaction, leading to better Trustpilot ratings and faster complaint resolution.

- **Reduced Hiring Time and Workload**

Reflaunt filled key roles faster while spending less internal effort on sourcing, vetting, and onboarding candidates.

- **Saved 90% on Total Employee Costs**

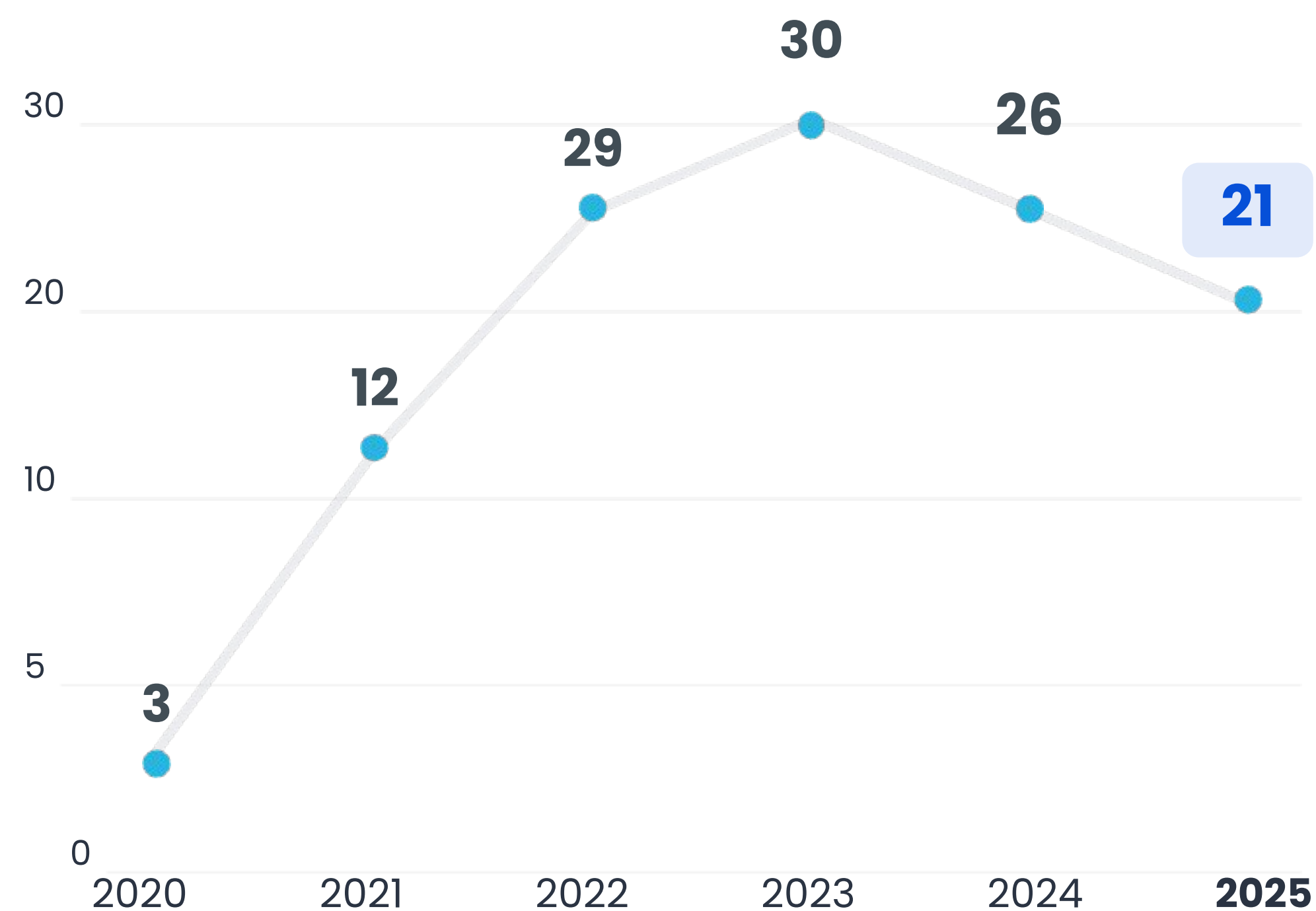
By hiring through Penbrothers, Reflaunt significantly cut payroll expenses without compromising talent quality.



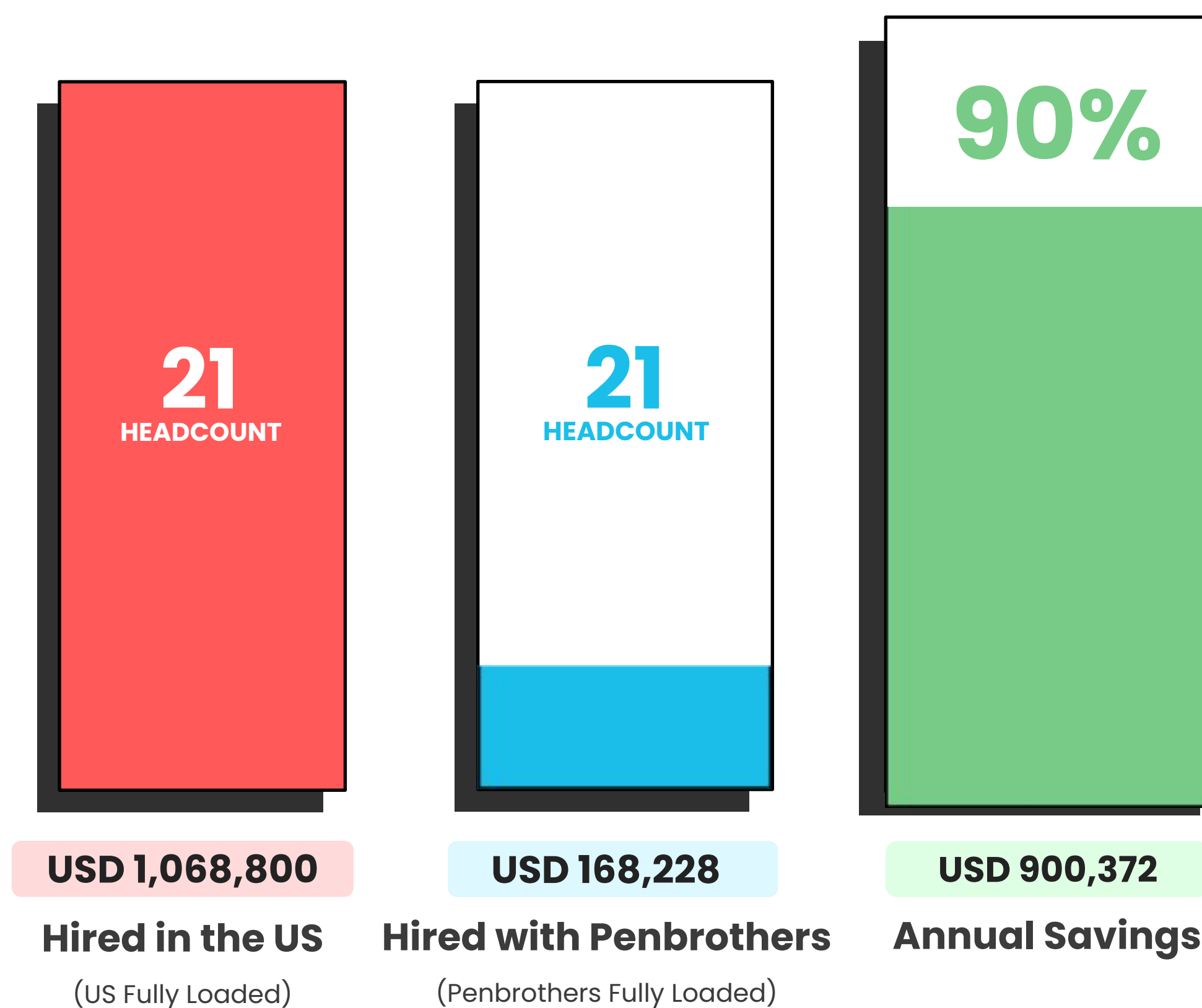


The Analytics

Headcount Growth



2025 Salary Cost Savings





Testimonials

“Working with Penbrothers has been a game-changer for us. Their understanding of our diverse needs across various roles is remarkable. Whether it’s finding the right candidate with the right skills or providing invaluable insights on salary expectations, Penbrothers consistently delivers exceptional service.”



Pauline Gras

VP Head Of Sales, Merchandising & Operations, Reflaunt

Grow Faster and Smarter.

Raise service quality and reduce payroll costs at the same time.

Talk to Us

✉ hello@penbrothers.com

☎ [+63 917 6269 098](tel:+639176269098)

🌐 www.penbrothers.com



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