

Every order, from checkout to doorstep.

Organic Traveller sells online through Shopify and delivers cash-on-delivery orders across Pakistan. Rex Technologies built and runs the system behind the store, covering confirmation calls, packing, courier booking, returns, stock and suppliers, so the team can handle thousands of orders a day with confidence.

CLIENT	INDUSTRY	SERVICES	PARTNERSHIP
Organic Traveller, a direct-to-consumer brand in Pakistan	E-commerce, retail and fulfilment	Operations platform, integrations, performance, ongoing support	2022 to today, ongoing

1M+

orders handled, and growing every day

10k

orders a day it is built to handle

8

courier companies connected

1.9M+

stock movements on record

The online store stops at checkout. The real work starts there.

Most customers pay cash on delivery, so every order needs a confirmation call, careful packing, the right courier for the city, and tracking until the money comes back. The brand also makes its own products, so stock moves between suppliers, manufacturers and the warehouse.

Beyond the storefront

Shopify takes the order, but confirming, packing, booking couriers and handling returns all happen after it.

Stock you can trust

With bundles, returns and manufacturing, stock counts have to stay right while hundreds of orders use them each hour.

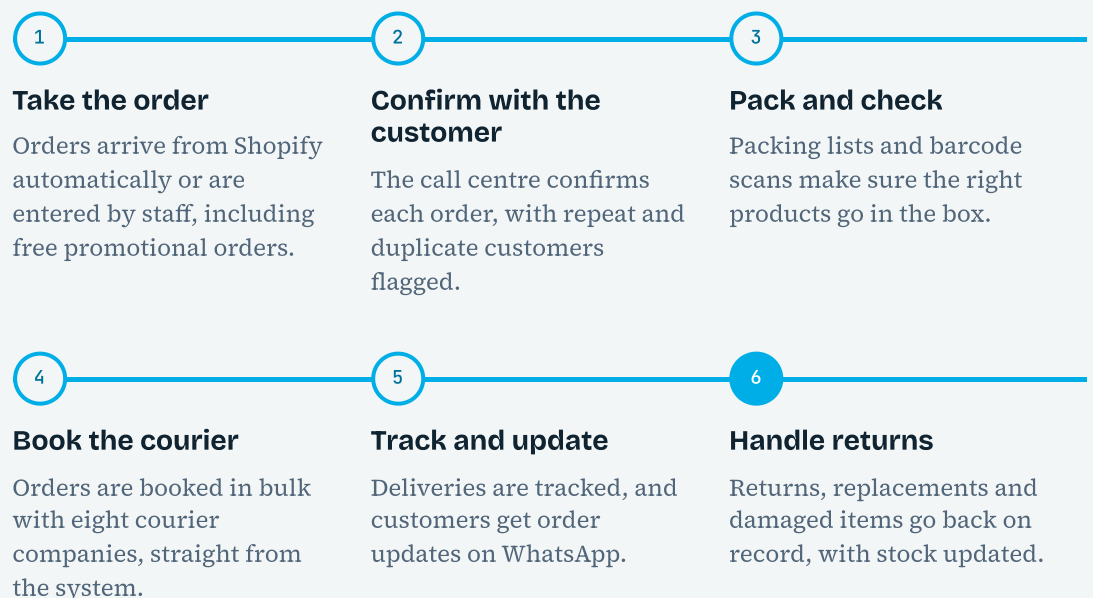
Busy sale days

Order volume spikes on sale days, exactly when every screen and every courier booking has to keep up.

Organic Traveller needed one system that runs the business behind the store and keeps pace as order numbers grow.

One system for the whole order journey

Each step records what happened and what moved, so the team always knows where an order and its stock are.



Built for every team behind the store

CALL-CENTRE TEAM

Order confirmation

Queues of orders to confirm, with order notes, customer history and repeat numbers flagged before anything ships.

OPERATIONS MANAGERS

Courier booking and tracking

Book hundreds of parcels with the right courier at once, then follow each one through to delivery.

CUSTOMER SERVICE

Returns and replacements

Raise, approve and send replacement orders, and record full or partial returns and damaged stock.

WAREHOUSE TEAM

Packing and dispatch

Packing lists, barcode checks for each product and automatic parcel weights, ready for the courier.

STOCK & PURCHASING

Inventory, suppliers and manufacturing

Purchase orders, supplier accounts, raw materials and product bundles, with every stock movement on record.

OWNERS & LEADERSHIP

Live dashboard and reports

Sales, discount codes, courier performance and return rates, refreshed every minute and ready to export.

Dependable on the busiest days

- **Every stock movement on record**
Sales, returns, transfers and damages each leave an entry, so any product's stock can be traced line by line.
- **One problem doesn't stop the rest**
If a single order can't be booked, the others still go through and the team is told which one failed.
- **The right access for every role**
Call-centre, warehouse and management staff each see and do only what their role needs.
- **Problems caught and fixed early**
Background tasks like customer messages are watched and restarted automatically if they stall.

What changed for Organic Traveller

BEFORE		WITH THE PLATFORM
Selling a bundle didn't reduce stock of the products inside it	→	Every product in a bundle tracked in stock and in reports
Staff creating orders had to wait for each other at busy times	→	Many people creating orders at the same time
One bad address could stop a whole courier booking run	→	Each order booked on its own , with failures named clearly
Busy screens slowing down as order history grew	→	Screens that stay quick with over a million orders on record
Discount codes on orders not visible anywhere	→	A discount code report and a live dashboard for sales

A long-term engineering partner

Find the real cause

We measure before we change anything, so the client spends only on fixes that will actually help.

End to end

We handle everything from the database and courier connections to the screens each team uses every day.

In it for the long run

Since 2022 we have built, run and improved the system as the business has grown.

BUILT WITH Laravel PHP MySQL Shopify Redis WhatsApp Business

Over a million orders and counting, on a back office built to grow as fast as the brand does.

Has your business outgrown its storefront?

Rex Technologies LLC builds order management, inventory and fulfilment systems, courier and marketplace integrations, and data-rich web products for clients across the UK, the Gulf and North America. Tell us how your orders flow today and we'll show you how we can help.