
Recustomer.inc

Company Description

Recustomer Inc., established in March 2017 and headquartered in Ginza, Tokyo, is a rapidly growing Japanese IT startup led by CEO Yasuhiro Shibata. The company is dedicated to transforming the e-commerce landscape through its innovative post-purchase experience platform, "Recustomer".

The core business revolves around resolving the logistical and operational friction that occurs after a consumer completes a purchase online. Traditionally, processes such as product returns, exchanges, and order cancellations have been heavily reliant on manual labor and complex customer support operations, creating significant bottlenecks for retailers. Recustomer automates these critical workflows, offering three main services: automated return and cancellation management, delivery tracking notifications, and a "try-before-you-buy" feature. By streamlining these operations, the platform enables brands to reduce operational costs and time while offering consumers a seamless, stress-free shopping experience that significantly boosts customer retention and loyalty.

Recustomer operates under the compelling mission of "creating a world where business economic rationality aligns with people's happiness." Often in business, improving the consumer experience—such as offering flexible return policies—can negatively impact a company's profit margins due to high operational costs. Recustomer's technology resolves this dilemma, proving that making consumers happy can directly drive sustainable business growth without sacrificing internal resources.

Despite operating with a select, highly skilled team of professionals, the company has achieved hyper-growth, expanding at an extraordinary year-over-year rate. Having secured significant funding—including an accumulated 860 million yen up to its Series A round—Recustomer is aggressively scaling its services. Trusted by over 200 brands across various industries, including fashion, food, and electronics, the company is solidifying its position as the market leader in the Japanese post-purchase software domain and is currently laying the groundwork for a future IPO.

Company Details

Head Office

Japan

Main Business

購入体験プラットフォーム「Recustomer」の開発・運営（※EC事業者向けに、商品の返品・交換・キャンセルの自動化、配送追跡、自宅での試着機能などを提供するSaaS事業）

President

柴田 康弘

Established

2017年3月

Capital

4,571万円

Number of Employees

11 - 50

URL

<https://recustomer.co/corporate/overview>

Offices

Main Office

5-14-1 Ginza, Chuo-ku
Tokyo, Japan, 1040061
