

Viben Toys Runs a Fully Private, On-Domain Warranty Experience With Dyrect

PERSONAL WELLNESS

UNITED STATES

ON DYRECT

How a US personal wellness brand deployed self-serve product registration, guided claims with dealer proof-of-purchase validation, and a returning-customer portal on vibentoys.com, powered by Dyrect.

Detail	Value
Company	Viben Toys
Industry	Personal Wellness
Headquarters	United States
Sales Channels	DTC (vibentoys.com) + Authorised Dealers
Key Products	Vibrators, Anal Toys, Dildos, Masturbators, Accessories
Solution	Warranty Registration + Claims + Dealer Verification + Customer Portal

"Dyrect gave us a warranty experience that finally matches the rest of our brand. Customers stay with us from registration through claim resolution, and our team has a workflow built for how we actually operate."

Customer Operations Lead, Viben Toys

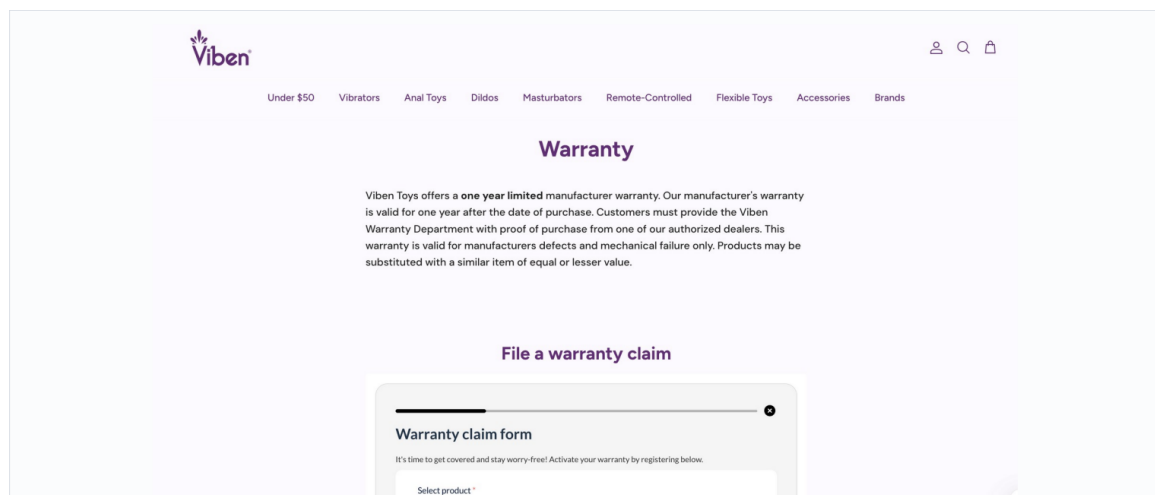
5 Modules Live	1 Year Warranty Coverage	100% On-Domain
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Introduction

Viben Toys is a US-based personal wellness brand that sells vibrators, anal toys, dildos, masturbators, and accessories through its own website, vibentoys.com, as well as through a network of authorised dealers. Every product ships with a one-year warranty, and until recently the entire warranty process ran over email.

Customers sent unstructured messages, attached photos in various formats, and waited for manual replies from the support team. With Dyrect, Viben now runs five warranty modules directly on vibentoys.com: a branded warranty hub, structured product registration, a guided multi-step claim form, a returning-customer portal, and authorised-dealer proof-of-purchase validation.

Every interaction stays on-domain and on-brand, giving customers a seamless experience while giving the Viben team structured data and automated workflows.



The Viben Toys warranty hub: coverage terms and the guided claim form entry point on vibentoys.com.

About Viben Toys

Viben Toys designs and sells personal wellness products across multiple categories, including vibrators, anal toys, dildos, masturbators, and accessories. The brand sells direct to consumers through vibentoys.com and also distributes through authorised dealers across the United States.

Operating in a sensitive product category means discretion and brand control matter more than usual. Customers expect every touchpoint to feel private, professional, and consistent with the brand they chose to buy from. A generic, off-brand warranty experience was not acceptable.

Challenges

Challenge	What it looked like day to day
No digital ownership records	Registrations happened informally over email with no structured proof
Unstructured claim emails	Claims arrived as free-text with scattered photo attachments
Manual dealer verification	Proof-of-purchase from dealers checked case by case from email threads
No customer self-service	Customers emailed support for every status check
Off-brand warranty experience	Generic forms and email processes broke the premium brand experience
No first-party data capture	Registration process was informal, missing clean data opportunity

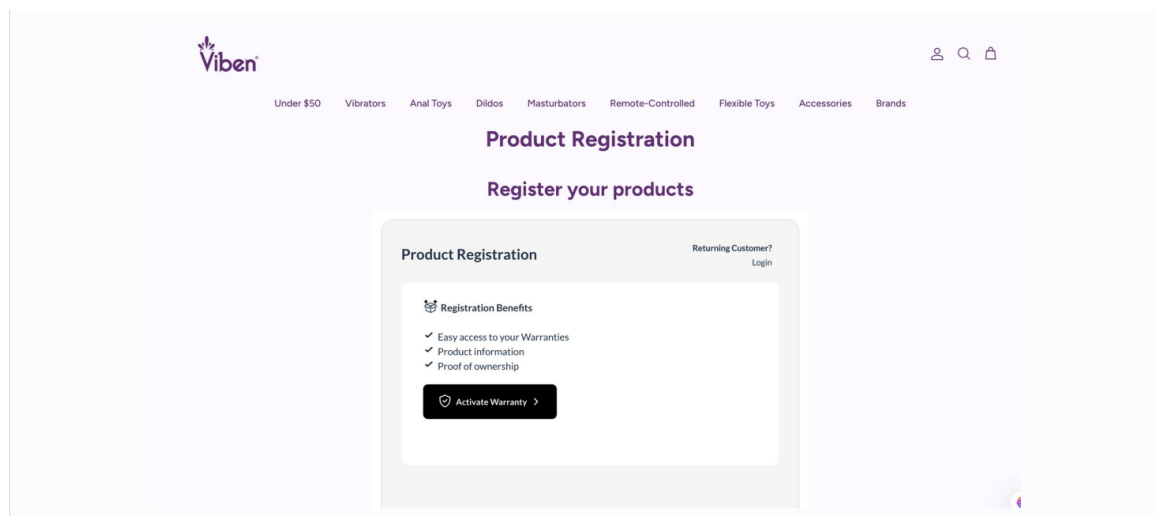
What Dyrect delivered

1. Branded Warranty Hub on vibentoys.com

Dyrect created a single warranty entry point embedded on vibentoys.com. The hub explains warranty terms, coverage duration, and what customers need to get started. From here, visitors can register a new product or file a claim on an existing one. The page is fully branded, matching Viben's visual identity so customers never feel like they have left the site.

2. Structured Product Registration

The registration flow captures product details, customer information, and ownership context in a structured format. Once submitted, each registration creates a digital proof-of-ownership record tied to the customer, replacing the old email-based process with clean, queryable first-party data.



Product registration page on vibentoys.com, showing registration benefits and the activate warranty flow.

3. Guided Multi-Step Claim Form

Claims follow a three-step guided flow with a progress bar: product selection, issue description, and proof-of-purchase upload. Each step validates inputs before moving forward, so the support team receives complete, structured submissions instead of scattered email threads with missing information.

4. Returning-Customer Portal

Returning customers log in with their email to access a self-service portal. From the portal they can view all registered products, file new claims, and check the status of existing claims around the clock. This eliminated the need for customers to email support just to ask where things stand.

5. Authorised-Dealer Proof-of-Purchase Validation

For customers who bought through authorised dealers, the claim form includes a structured upload field for proof-of-purchase. This is wired directly into the claim flow so dealer verification happens as part of submission rather than as a separate manual step over email.

Before and after

Area	Before Dyrect	After Dyrect
Registration	Email-based, no digital record	Branded flow on vibentoys.com with structured proof-of-ownership
Claims	Free-text emails with scattered attachments	Guided multi-step form with structured submission
Self-service	Nonexistent, customers emailed for everything	24/7 portal for products, claims, and status checks
Dealer verification	Manual, case by case from email threads	Proof-of-purchase upload wired into claim flow
Brand experience	Generic forms broke the premium brand	Every screen fully Viben-branded on their domain

Outcome

With all five modules live, Viben Toys now runs its entire warranty operation on vibentoys.com. Customers register products, file claims, upload dealer proof-of-purchase, and check claim status without ever leaving the brand's domain. The support team works from structured data instead of parsing email threads, and every interaction reflects the brand's visual identity and tone.

5 Modules Live	24/7 Self- Service	100% On- Brand
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What changed	Detail
First-party customer data	Every registration creates a digital proof-of-ownership record Viben owns
Structured claims	Guided multi-step form replaces free-text emails with scattered attachments
24/7 self-service portal	Customers check products, claims, and status without emailing support
Dealer verification built in	Proof-of-purchase upload wired directly into the claim flow
Fully branded experience	Every warranty touchpoint stays on vibentoys.com and on-brand

Final takeaway

Viben Toys needed a warranty experience that matched the privacy and quality standards of its brand. Operating in personal wellness, the company could not afford to route customers through generic third-party forms or off-brand email chains. Dyrect gave them a fully embedded, on-domain solution that covers the complete warranty lifecycle.

From product registration through claim resolution, every step now happens inside vibentoys.com with Viben's branding, Viben's domain, and Viben's data. The team has the structured workflows they need, and customers have the seamless, private experience they expect.

Every Viben warranty interaction now happens inside the brand, on the brand's domain, with no third-party hand-offs and no email-based workarounds.

What Dydirect does

Dydirect is the most powerful post-purchase platform for modern brands, replacing manual registration, warranty, and claims processes with one connected system. No more spreadsheets, inboxes, or disconnected tools. More than 500 brands across the US, UK, Canada, and Singapore run their post-purchase experience on Dydirect today.

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4.8 ★★★★★

Rated on G2



5.0 ★★★★★

Rated on Shopify App Store

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