

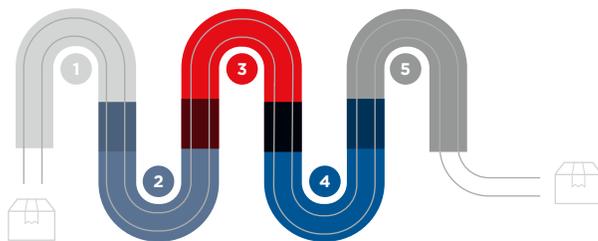
YOUR FIVE-STEP CHECKLIST

FOR A SMOOTH AND SUCCESSFUL RETURNS PROCESS

There's no limit to the value of a happy customer.

Most companies don't realize that a strong returns policy is important for online shoppers. According to an analysis of 20.8 million shippers by consultancy Granify, a strong returns policy is the most important decision-making factor for online shoppers of clothing and apparel; even more important than price.¹ And if they have a positive returns experience, a whopping 89% of them will shop with you again.² The impact of these repeat visits adds up: Companies that excel at turning one-time buyers into repeat purchasers have more profitable, sustainable businesses, with higher lifetime values. By two years in, about 50% of revenue is from new customers and 50% from repeat customers.³ Fortunately, a customer-friendly returns policy boils down to a checklist of five key steps.

How Successful Returns Can Build Repeat Business and Increase Customer Loyalty



1

Map out your customer's experience.

Step back and map out the returns process from your customer's perspective, finding points at which you could make it more frictionless. This is also a time to weigh questions like how long after a purchase should the customer be able to return an item.

2

Make your returns simple and convenient.

Streamline and simplify. It not only makes things easier for customers, but also helps you control costs. Refunds should be issued efficiently too—most experts agree the time for a refund should be equal to or less than the time it took to make the initial sale.

3

Communicate your policy clearly.

Once you've settled on a customer-friendly returns policy, clearly communicate the policy to shoppers. A written policy should be easy to find and even easier to understand. Displaying it early in the shopping process helps decrease shopping cart abandonment.

4

Enable omni-channel returns.

Customers purchase merchandise using a variety of channels, ranging from your website to your catalog, brick-and-mortar store, or app. So it makes sense to offer returns through the channel of their choice. A good Customer Relationship Management (CRM) system can help make this flexibility possible.

5

Measure success.

Are your customers having a good returns experience? If so, did they come back for repeat business? Observe how shoppers initiate returns, how the shipping label is managed, and how long refunds take to process. Revise policies around customer feedback.

Use returns to create return customers.

You can't afford to treat your returns policy as an afterthought. To learn how to use returns to engage your customers and fuel sales, download our white paper [here](#) 

1. "Top Buyer Objections by Industry," Granify Blog, December 2013

2. 2014, Endicia Returns Survey

3. 2015 Ecommerce Growth Benchmark Report, RJMetrics, 2015

