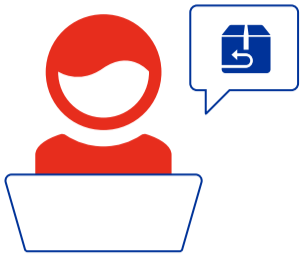


TURN RETURNS INTO REPEAT BUSINESS

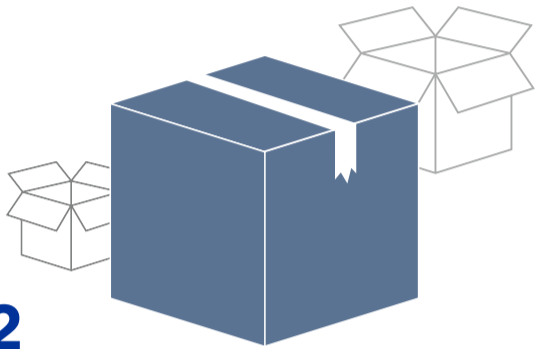
FIND HIDDEN OPPORTUNITIES IN YOUR CUSTOMER'S JOURNEY



★ STEP 1 YOUR CUSTOMER DOES RESEARCH Their attention hinges on your returns policy.

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

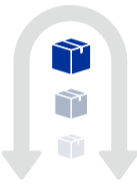
1



★ STEP 2 CUSTOMER MAKES A PURCHASE—AND POTENTIALLY A RETURN Take the opportunity to wow them.

Returns aren't typically the customer's fault.

OVER 65% of the time, a product is returned because of **fulfillment errors**.³



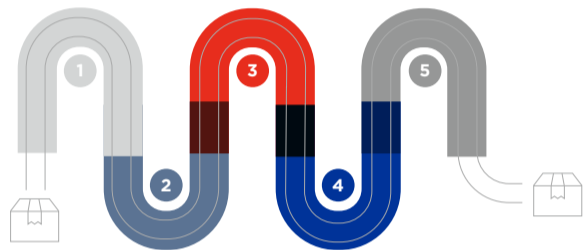
★ STEP 3 A SMOOTH RETURN BUILDS CUSTOMER LOYALTY Make it easy to send a product back and you'll probably get the customer back.

89% of shoppers will return to sites where they've had **positive returns experiences**.⁴



2

YOUR QUICK CHECKLIST FOR STEP 2: HOW TO GET RETURNS RIGHT



- 1 Map out your customer's experience.
- 2 Make your returns simple and convenient.
- 3 Communicate your policy clearly.
- 4 Offer omni-channel returns.
- 5 Measure success.

3



★ STEP 4 YOUR HAPPY CUSTOMER SPENDS MORE OVER TIME Return customers become more and more valuable.



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.⁵

4



1. "Top Buyer Objections by Industry," Granify Blog, December 2013.
2. 2011 Customer Experience Impact Report, Oracle Corporation, 2011.
3. "Managing Online Retail Returns: Best Standards and Practices," TrueShip Blog, May 5, 2015.
4. 2014, Endicia Returns Survey.
5. 2015 Ecommerce Growth Benchmark Report, RJI Metrics, 2015.