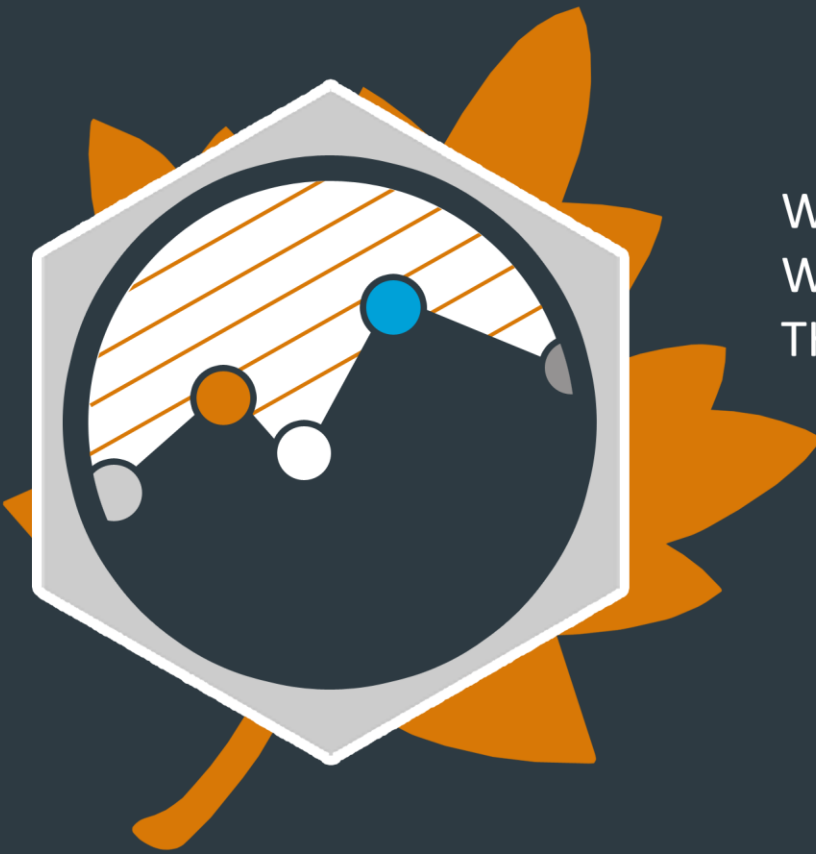


ReBOUND  
RESEARCH



# THE GREAT RETURNS RACE

## Q3 BENCHMARK



WHICH FASHION BRANDS  
WERE FALLING BEHIND IN  
THE THIRD QUARTER?



‘THE GREAT RETURNS RACE’ IS A QUARTERLY BENCHMARK ON  
INTERNATIONAL RETURN POLICIES PRODUCED BY ReBOUND.



# CONTENTS



1	INTRODUCTION
2	EXECUTIVE SUMMARY
3	RESEARCH RECAP
4	WHAT HAVE WE MEASURED?
5	KEY FINDINGS AT A GLANCE
6-10	METRIC 1: EASE OF NAVIGATION
11-14	METRIC 2: TIMESCALE
15-18	METRIC 3: REFUND PROMISE
19-22	METRIC 4: POLICY REMINDER
23-26	METRIC 5: CHOICE OF RETURN METHOD
27-30	METRIC 6: FREE RETURNS
31-34	METRIC 7: CUSTOMISED FOR EACH COUNTRY
35-36	THE OVERALL RESULTS
37	THE RISERS AND FALLERS
38	WHAT MAKES A LEADING BRAND IN RETURNS?
39-42	A CLOSER LOOK AT THE TOP FOUR BRANDS
43	CONCLUSION

# INTRODUCTION



We are delighted to bring you the third edition of 'The Great Returns Race': A unique benchmark which monitors some of the UK's leading fashion brands purely on their international return policies.

This benchmark highlights the movers and shakers in the return landscape each quarter. We have continued to hone in on brands that exhibit 'best practice' in each metric and will continue to monitor these leading brands progression in the editions to follow.

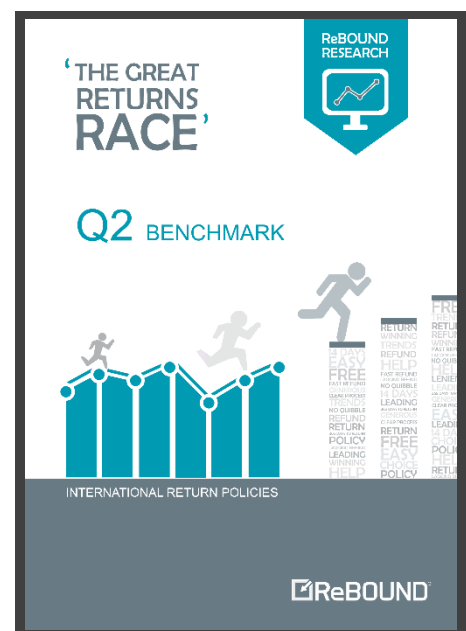
The latest instalment of 'The Great Returns Race' has thrown up a whole host of surprises as you will discover throughout this report. But there is still much to be done by even the winning brands as we are yet to see any retailer hit their full potential.

So... using the same group of 141 leading brands, it's time to find out who's come out on top in 'The Great Returns Race'...

On your marks... get set... Go!



If you missed last quarter's benchmark, you can catch up on 'The Great Returns Race' commentary now by viewing the [Q2 benchmark](#) results online.



# EXECUTIVE SUMMARY



GRAHAM BEST,  
ReBOUND CEO

“

*Global returns has come of age. Nowhere is this more evident than right under our nose. From just a handful of ReBOUND clients 2 years ago, we now have 100's of brands using ReBOUND located around the world. So, we must be doing something right!*

*This research is right at the heart of the returns movement as we look at the fashion industry head-on by benchmarking some of the UK's leading brands against one-another.*

*This benchmark marks the third in-house report of 2016 and we are starting to see significant trends. For example - for the first time ever, over half of the brands are offering free returns in at least one international market.*

*We need to look beyond the logistics process now and talk global strategy and policy with "Customer Experience" as the focal point of every decision, not just cost. Our job as market-leaders is to provide a roadmap for your success and to help you achieve a competitive edge in this critical area.*

*We are committed to producing this quality of information for you and will be spreading our net to include specific research about UK returns in the near future. The "Great Returns Race" never stands still and as CEO I invite you to join us.*

# RESEARCH RECAP



Our research focuses on **seven core metrics** to assess the international return offering of the UK's top brands within the clothing sector. These key areas can be measured from the information published on the retailers' **online return policy**, so reflect the **cross-border consumer return experience** from the point at which it is first communicated to the customer.

We have used the most recent IRUK Top 500 database as our starting point and filtered out any brands that are not of UK origin, that do not sell apparel products and do not sell cross-border, leaving **141 retailers this quarter**.

We have scored the retailers using a points system attributed to each of the seven key metrics from 0-50 (maximum 350 points in total). In the instance of a varied returns offering for different markets, we have grouped retailers according to their most favourable proposition under each metric, choosing to **reward points** for where steps have been made **to improve the returns experience** rather than to penalise.

By attributing points to each metric, this allows us to present a blended view across all metrics. These combined scores have then been converted into a percentage to give them their **ReBOUND index values**. Keeping with our theme, these index values correspond with the following positions;

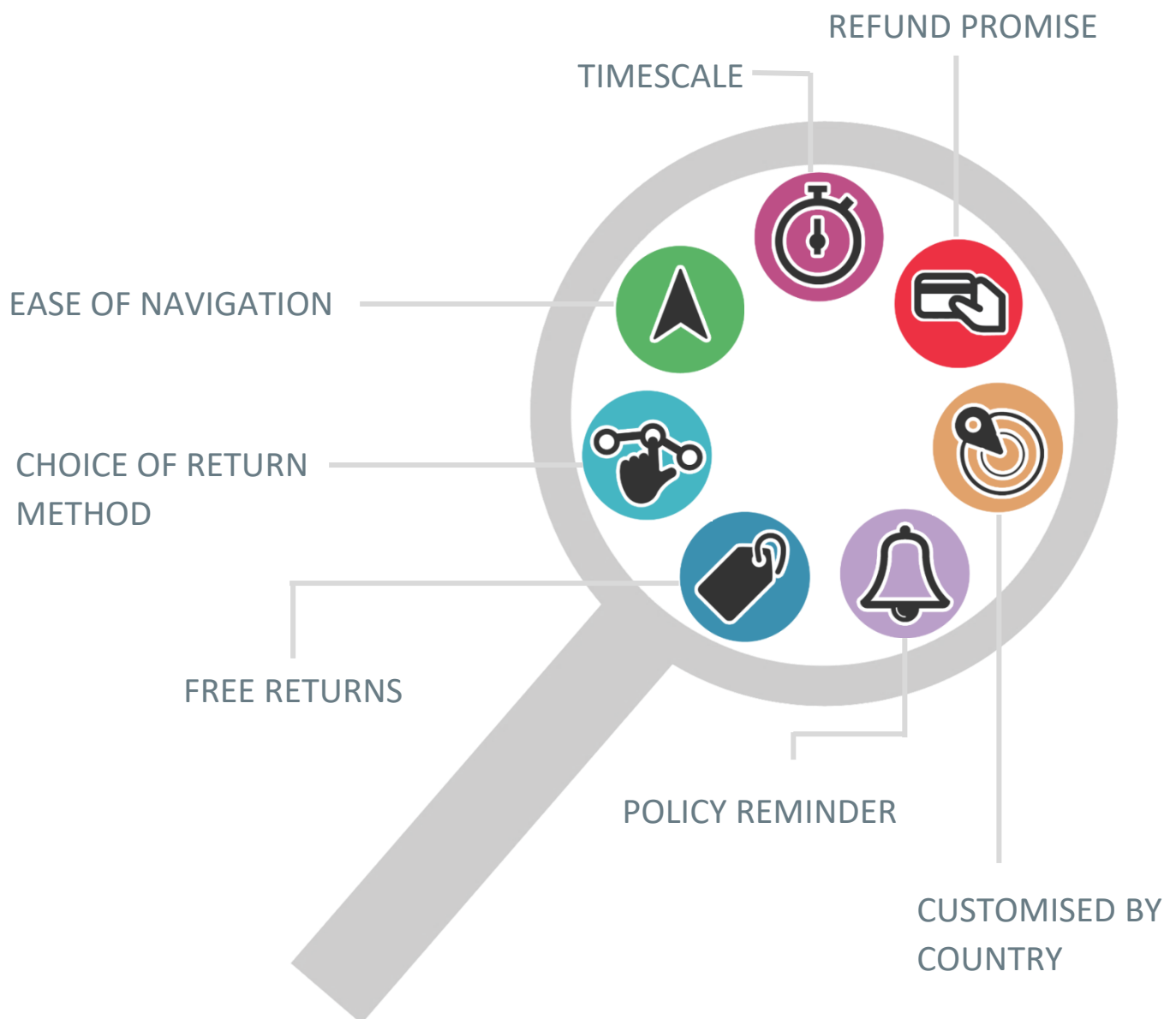
- Leaders (60%+)
- Runners Up (50%)
- Challengers (40%)
- Picking Up Pace (30%)
- Lagging Behind (20%)
- On The Starting Grid (10%)

# WHAT HAVE WE MEASURED?



## THERE'S MORE TO A RETURN POLICY THAT MEETS THE EYE

All of these metrics are relevant in making the returns experience as seamless as possible for international purchases...



# KEY FINDINGS AT A GLANCE



Site **navigation** has **worsened** since last quarter (down by **9%**), making the number of 'moves' to find the returns advice more complicated across all devices



**20%** of brands still **do not advertise their refund promise** anywhere on their site. (A rise from 17% in Q2)



For the first time, **over half (54%)** of brands now **offer Free returns** in at least one international market. (A rise from 49% in Q2)



**2 brands** now offer customers an **unlimited timeperiod** to return their orders. (Rohan and Lands End)



More brands are now offering **in-country returns**. (**60%** have a **local return option** in at least one international market).

METRIC 1

# EASE OF NAVIGATION







## HIGHLIGHTS

- **22%** of retailers' policies **take 2 moves** on average to get from the landing page to the return policy.
- In contrast, only **13%** of retailer's policies take **2 moves** for the same journey on a **mobile device**.
- It takes **5 or more moves** on average across all devices to navigate to the international return policy on **12 brands** websites (All Saints, Ann Summers, Farfetch, Fred Perry, Harrods, Laura Ashley, Lipsy, Mamas & Papas, Matchesfashion.com, Paul Smith, Phase Eight and Superdry).
- Mobile navigation is still slower than desktop, as it takes **5 or more moves** to navigate to the policy on **40 of the 141 brands websites**, compared to just 3 brands on desktop.
- One brand, **Arco**, have demonstrated significant improvement in site navigation, as they **have halved the average number of moves** it takes to find the policy from **4 to 2 moves**.



### RECAP METHODOLOGY

- Quickest route to International policy wins.
- Measuring no. of clicks and scrolls across multiple devices.

For the full picture, take a look at where this all began in the [Q2 benchmark...](#)





# EASE OF NAVIGATION

## MOBILE NAVIGATION LEADERBOARD

TOP

NAVIGATE  
IN 2 MOVES



Cath Kidston  
Charles Clinkard  
Coggles  
Cotswold Outdoor  
Dune London  
Ellis Brigham Sports  
GO Outdoors  
Harvey Nichols  
JOY  
Karen Millen

MyProtein  
Next  
Rapha  
Secretsales.com  
Snow + Rock  
The Hut  
Thomas Pink  
Topman  
White Stuff

NAVIGATE  
IN 3 MOVES



Agent Provocateur  
Arco  
ASOS  
Boohoo.com  
Boux Avenue  
Bravissimo  
Burberry  
Cloggs  
Crew Clothing  
Direct Golf  
Doc Martens  
East  
Everything5pounds.com  
Fat Face  
Foot Asylum

French Connection  
George at Asda  
Hobbs  
Hotter  
Jacques Vert  
Jaeger  
Joe Browns  
JoJo Maman Bébé  
Kitbag  
Lyle & Scott  
M&Co  
Marisota  
Missguided  
Monsoon  
Mothercare

Oliver Bonas  
Peacocks  
PrettyLittleThing  
Reiss  
River Island  
Route One  
Sport Pursuit  
Sweaty Betty  
The Outnet  
The White Company  
Toast  
Topshop  
Warehouse Fashion  
Wynsors World of Shoes

NAVIGATE  
IN 4 MOVES



Blacks Outdoor  
Bonmarché  
Burton  
Charles Tyrwhitt  
Clarks  
Coast  
Debenhams  
Dorothy Perkins  
Edinburgh Woolen Mill  
END.  
Field & Trek (Yeomans)  
Fingleaves.com  
Fred Perry

Get The Label  
Hackett London  
Jack Willis  
Jigsaw  
Jimmy Choo  
Liberty  
Long Tall Sally  
Mint Velvet  
Moss Bros  
Mountain Warehouse  
Mr Porter  
Mulberry Company  
New Look

Oasis  
Office  
Pretty Green  
Quiz  
Rohan  
Schuh  
Size?  
SportsDirect.com  
Sportsshoes.com  
Surfdome  
Ted Baker  
Whistles

NAVIGATE  
IN 5 MOVES



Ann Summers  
Blue Inc.  
Boden  
Cotton Traders  
Evans  
Farfetch  
Flannels  
JD Sports  
John Lewis  
Joules Clothing  
Kurt Geiger  
Lands End  
Laura Ashley  
LK Bennett  
M&M Direct

M&S  
Mainline Menswear  
Mamas & Papas  
Millets  
Miss Selfridge  
Net-A-Porter  
Pavers  
Radley  
Roman Originals  
Selfridges  
Simply Be  
TM Lewin  
Wallis  
Wiggle  
Yours Clothing

NAVIGATE  
IN 6 MOVES



All Saints  
Harrods  
Hawes & Curtis  
House of Fraser  
Lipsy

Matchesfashion.com  
Paul Smith  
Phase Eight  
QVC  
Superdry

BOTTOM



# EASE OF NAVIGATION

## NAVIGATION ACROSS ALL DEVICES LEADERBOARD

TOP

NAVIGATE  
IN 2 MOVES



Agent Provocateur  
Arco  
ASOS  
Cath Kidston  
Charles Clinkard  
Coggles  
Cotswold Outdoor  
Crew Clothing  
Direct Golf  
Dune London  
East  
Ellis Brigham Sports  
Foot Asylum  
French Connection  
GO Outdoors  
Jacques Vert

JOY  
Karen Millen  
Mothercare  
MyProtein  
Next  
Oliver Bonas  
Peacocks  
Rapha  
Secretsales.com  
Snow + Rock  
The Hut  
The White Company  
Thomas Pink  
Topman  
White Stuff

NAVIGATE  
IN 3 MOVES



Blacks Outdoor  
Boohoo.com  
Boux Avenue  
Bravissimo  
Burberry  
Burton  
Charles Tyrwhitt  
Clarks  
Cloggs  
Doc Martens  
Dorothy Perkins  
END.  
Everything5pounds.com  
Fat Face  
Field & Trek (Yeomans)  
Figueaves.com  
Flannels  
George at Asda  
Get The Label  
Harvey Nichols  
Hobbs

Hotter  
Jaeger  
Jimmy Choo  
JoJo Maman Bébé  
Kitbag  
Lands End  
Lyle & Scott  
M&Co  
Marisota  
Millets  
Mint Velvet  
Missguided  
Monsoon  
Moss Bros  
Mr Porter  
Mulberry Company  
New Look  
Office  
Pavers  
PrettyLittleThing  
Quiz

Reiss  
River Island  
Rohan  
Route One  
Schuh  
Selfridges  
Size?  
Sport Pursuit  
SportsDirect.com  
Sportsshoes.com  
Surfdome  
Sweaty Betty  
Ted Baker  
The Outnet  
Toast  
Topshop  
Warehouse Fashion  
Whistles  
Wynsors World of Shoes

NAVIGATE  
IN 4 MOVES



Blue Inc.  
Boden  
Bonmarché  
Coast  
Cotton Traders  
Debenhams  
Edinburgh Woollen Mill  
Evans  
Hackett London  
Hawes & Curtis  
House of Fraser  
Jack Wills  
JD Sports

Jigsaw  
Joe Browns  
John Lewis  
Joules Clothing  
Kurt Geiger  
Liberty  
LK Bennett  
Long Tall Sally  
M&M Direct  
M&S  
Mainline Menswear  
Miss Selfridge  
Mountain Warehouse

Net-A-Porter  
Oasis  
Pretty Green  
QVC  
Radley  
Roman Originals  
Simply Be  
TM Lewin  
Wallis  
Wiggle  
Yours Clothing

NAVIGATE  
IN 5 MOVES



All Saints  
Ann Summers  
Farfetch  
Harrods  
Laura Ashley  
Lipsy  
Mamas & Papas  
Phase Eight  
Superdry

NAVIGATE  
IN 6 MOVES

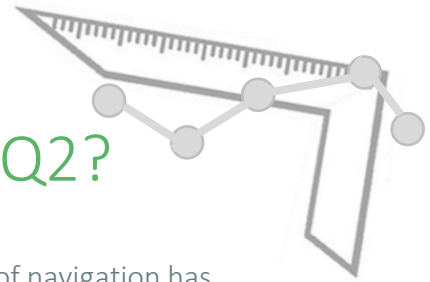


Fred Perry  
Matchesfashion.com  
Paul Smith

BOTTOM



### HOW DOES THIS COMPARE TO Q2?



The results from this third quarter have revealed that overall, ease of navigation has worsened across multiple devices since Q2. Now, 35% of the 141 retailers have a return policy that we define as 'hard to find' (4 or more moves from landing page to policy), which is 9% higher than in our Q2 study.

Mobile navigation is partly to blame for this step backwards as the number of brands whose policies take 5 or more moves to navigate to the international policy on a mobile device has jumped from 28 to 40 this quarter. This is detrimental to the customer experience especially when around 67% of customers check the retailers' policy before completing a purchase\*. If they can't locate the information they require in order to be reassured by the ability to return easily before they purchase, then this is frustrating and might be a contributing factor to checkout abandonment.

*\*UPS Pulse of the Online Shopper, 2015*

## METRIC 2

# TIMESCALE





## HIGHLIGHTS:

- Two retailers now offer unlimited returns (Rohan and Lands' End).
- 75% of brands now offer more than the industry standard of 14 days to return items.
- 9% of brands advertise different return periods to account for longer transit times in markets further afield.
- One brand; Route One, has shown exceptional improvement in Q3 as they have extended their return window from 14 to 100 days.



### RECAP METHODOLOGY



- Most generous return period wins.
- Timeframes for customers in different international markets were measured and ranked by longest return period on offer.

For the full picture, take a look at where this all began in the [Q2 benchmark](#)...



## TIMESCALE LEADERBOARD

TOP

60+ DAYS		Boden Charles Tyrwhitt Clarks George at Asda Hawes & Curtis Hotter John Lewis	Lands End Rapha Rohan Route One Schuh TM Lewin Wiggle	
31+ DAYS (OR 1 MONTH+)		Charles Clinkard Crew Clothing Figleaves.com	Hobbs M&S	
30+ DAYS		All Saints Ann Summers Arco Blue Inc. Boohoo.com Burberry Cotswold Outdoor Doc Martens Fat Face French Connection GO Outdoors Jigsaw Jimmy Choo Karen Millen Kitbag Long Tall Sally Mamas & Papas Marisota	Monsoon Mountain Warehouse Oasis Oliver Bonas QVC Radley Roman Originals Simply Be Snow + Rock Surfdome Sweaty Betty The White Company Topman Topshop Warehouse Fashion White Stuff Wynsors World of Shoes	
28+ DAYS		ASOS Blacks Outdoor Bonmarché Boux Avenue Bravissimo Burton Cath Kidston Coast Debenhams Dune London East Edinburgh Woolen Mill Fred Perry Hackett London House of Fraser Jack Wills	Jacques Vert JD Sports JoJo Maman Bébé Joules Clothing Laura Ashley LK Bennett Lyle & Scott M&Co M&M Direct Matchesfashion.com Millets Mint Velvet Moss Bros Mothercare Mr Porter Mulberry Company	Net-A-Porter New Look Next Office Paul Smith Peacocks Phase Eight PrettyLittleThing River Island Selfridges Size? Superdry Ted Baker The Outnet Thomas Pink Whistles
21+ DAYS		Ellis Brigham Sports Get the Label JOY Lipsy Yours Clothing		
14+ DAYS		Agent Provocateur Cloggs Coggles Cotton Traders Direct Golf Dorothy Perkins END. Evans Everything5pounds.com Farfetch Field & Trek (Yeomans) Flannels	Foot Asylum Harrods Harvey Nichols Jaeger Joe Browns Kurt Geiger Liberty Mainline Menswear Miss Selfridge Missguided MyProtein Pavers	Pretty Green Quiz Reiss Secretsales.com Sport Pursuit SportsDirect.com Sportsshoes.com The Hut Toast Wallis

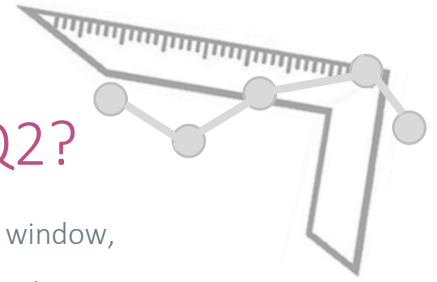
BOTTOM



## HOW DOES THIS COMPARE TO Q2?

Last quarter we praised Rohan for their generous unlimited returns window, and this quarters' benchmark revealed that they have been joined at the top of the pack by Lands' End. Could this be the start of a trend for infinite returns?

Route One has also taken a bold step with their returns timeframe by extending their policy from 14 days to a massive 100 days, "as long as the product is unused and unworn unless faulty".



## EXAMPLE OF BEST PRACTICE...

UNLIMITED  
TIMESCALE

**LANDS' END**

WOMEN MEN KIDS SHOES & BOOTS JACKETS & COATS SPORT GIFTS SALE

HALF PRICE TODAY! LOUNGEWEAR TROUSERS HURRY CODE FRIENDS 15% OFF

HOME PAGE CUSTOMER SERVICE RETURNS

**CUSTOMER SERVICE**

- Track Your Order
- Delivery
- Returns
- Our Guarantee
- Contact Us
- Size Charts
- Services
- Manage Email Subscription
- Request A Catalogue
- Outlet Stores
- Gifts
- Payment Options
- Terms & Conditions
- Our Heritage
- Kidswear Program
- Promotion Codes
- FAQ
- How Lands' End Works
- Accessibility

**FREQUENTLY ASKED QUESTIONS**

Need a quick answer to a question? Our frequently asked questions list below has many of the answers - simply click on the relevant link.

If we cannot answer your question satisfactorily, please contact one of our friendly sales advisors in the manner most convenient for you... they'll be happy to help.

Ordering | Delivery | Returns | Technical | Security | Other

**Returns**

Show All | Hide All

**What is your return policy?**

How can I return unwanted items?

Do I need to use the original packaging?

**What happens if I no longer have the original paperwork?**

**Where do I send my return?**

**Do you offer free returns?**

**If I want to return a garment for replacement - will I have to pay for the postage?**

**Is there a time limit on returns?**

No. You can return an item at any time for an exchange, replacement or refund. However, please note, after 28 days we do not refund the cost of your return postage.

**If you have hemmed trousers or monogrammed items for me can I still return them?**

**If I paid by credit card and am asking for a replacement item do I need to complete the credit card section again on the returns form?**

**Have you returned a parcel to us via Hermes Parcel Returns?**

**When will I be credited for returned items?**

**Will you notify me of my return?**

**How long does it take to process my return?**

### Is there a time limit on returns?

No. You can return an item at any time for an exchange, replacement or refund. However, please note, after 28 days we do not refund the cost of your return postage.



# METRIC 3

## REFUND PROMISE



 **ReBOUND®**




## HIGHLIGHTS:

- **No brands** offer **instant refunds** yet ie. After intent to return is advised online.
- **20%** of retailers **do not state their refund promise** anywhere on their site.
- **35%** advise a refund time of longer than 14 days upon receipt of goods.  
This was **33%** in Q2.
- One brand; **The Hut**, has **jumped up the rankings** by offering a **2-day refund** to customers having previously not advertised this at all.



## RECAP METHODOLOGY

- Brands were ranked from quickest refund time to longest.
- Some brands have multiple refund times in different markets. These were ranked according to the shortest advertised time.

For the full picture, take a look at where this all began in the [Q2 benchmark...](#) 

# REFUND PROMISE



## REFUND PROMISE LEADERBOARD

TOP

<3 DAYS  
UPON RECEIPT



All Saints  
ASOS  
Charles Tyrwhitt  
Cloggs  
Coggles  
Debenhams  
Dune London  
East  
Ellis Brigham Sports  
END.

JD Sports  
Mainline Menswear  
Moss Bros  
Mulberry Company  
Next  
Pavers  
Schuh  
Snow + Rock  
The Hut  
The Outnet

<5 DAYS  
UPON RECEIPT



Clarks  
Crew Clothing  
Everything5pounds.com  
GO Outdoors  
Jaeger  
Karen Millen  
Lands End

M&M Direct  
Mint Velvet  
New Look  
Route One  
The White Company  
TM Lewin  
Yours Clothing

<10 DAYS  
UPON RECEIPT



Ann Summers  
Boohoo.com  
Boux Avenue  
Burberry  
Cath Kidston  
Cotswold Outdoor  
Doc Martens  
Figleaves.com  
Foot Asylum  
French Connection

Hackett London  
Harrods  
Hawes & Curtis  
Jack Wills  
Jacques Vert  
Jigsaw  
Liberty  
LK Bennett  
Missguided  
MyProtein

Peacocks  
Pretty Green  
Quiz  
Sportsshoes.com  
Superdry  
Surfdome  
Ted Baker  
Toast  
Whistles  
Wynsors World of Shoes

<14 DAYS  
UPON RECEIPT



Agent Provocateur  
Boden  
Charles Clinkard  
Direct Golf  
Farfetch  
Field & Trek (Yeomans)  
Fred Perry  
Hobbs  
Hotter  
House of Fraser  
Joe Browns

JoJo Maman Bébé  
Kitbag  
Laura Ashley  
Long Tall Sally  
Mama & Papas  
Millecs  
Monsoon  
Mothercare  
Mountain Warehouse  
Oasis  
Office

Phase Eight  
QVC  
Selfridges  
Sport Pursuit  
SportsDirect.com  
Warehouse Fashion  
White Stuff

<30 DAYS  
UPON RECEIPT



Burton  
Edinburgh Woollen Mill  
Evans  
Fat Face  
Flannels  
Harvey Nichols  
Joules Clothing  
JOY  
Lyle & Scott  
M&Co

M&S  
Miss Selfridge  
PrettyLittleThing  
Radley  
River Island  
Roman Originals  
Secretsales.com  
Size?  
Topman  
Topshop

NO CLEAR  
REFUND  
TIME ADVISED



Arco  
Blacks Outdoor  
Blue Inc.  
Bonmarché  
Bravissimo  
Coast  
Cotton Traders  
Dorothy Perkins  
George at Asda  
Get The Label  
Jimmy Choo  
John Lewis  
Kurt Geiger  
Lipsy

Marisota  
Matchesfashion.com  
Mr Porter  
Net-A-Porter  
Oliver Bonas  
Paul Smith  
Rapha  
Reiss  
Rohan  
Simply Be  
Sweaty Betty  
Thomas Pink  
Wallis  
Wiggle

BOTTOM



# REFUND PROMISE

## HOW DOES THIS COMPARE TO Q2?

This is the metric which reveals the biggest variance between brands. There seems to be no industry standard for a refund promise with many brands focusing their advice on how long it will take the bank to process the refund, rather than how long it will take them operationally to process the return once it's been received, which is how we have defined this.

The number of brands deciding not to publicise their refund promise anywhere on their site has increased since Q2, from 17% to 20%. On the other hand, there is a positive trend when analysing the number of brands who promise to refund customers within a generous 3 days, jumping from 10% to 14%.

We have found that these UK brands take on average 11 days to process refunds, which is the same as in Q2. Overall, it's clear that more improvements still need to be made in this area due to the large number of brands still failing to advertise a refund promise anywhere on their site.



## EXAMPLE OF BEST PRACTICE...

### CLEAR PROMISE

24HRS UPON RECEIPT

osos  
discount fashion online

Search ASOS

Welcome to ASOS | Sign In | Sign Up

Help | My Account | Saved Items | Bag £0.00 (0)

20% OFF ASOS COLLECTION

Home > Customer Care > I'm an International customer. How do I return something to you?

Search help

**I'M AN INTERNATIONAL CUSTOMER.  
HOW DO I RETURN SOMETHING TO  
YOU?**

Last updated 28/10/2016 12:50 PM

If you're a UK customer, please [click here](#) for information on returns. If you're looking to return a faulty or incorrect item, please [get in touch](#) so we can get this sorted for you.

If you're returning your order from [within Europe](#), or specifically from [Austria](#), [Belgium](#), [Finland](#), [Ireland](#), [The Netherlands](#), [Sweden](#) and [Denmark](#), just click for all the details.

You can also click for more information if you're returning from [New Zealand](#), [Singapore](#), [Hong Kong](#) or [South Korea](#).

We want to give you a hassle-free way to return anything, so you can return any item to us within 28 days of receiving your original order, including sale items.

**ATTACHMENTS**

Need a new returns note?

Russia - Returns Note.pdf

**DOWNLOAD**

We'll send you an email as soon as we've received your return back at our warehouse in the UK in its original condition. Once received, we'll refund your original payment method - this is usually done within 1 working day.

# METRIC 4

## POLICY REMINDER



 **ReBOUND<sup>®</sup>**



## POLICY REMINDER


### HIGHLIGHTS:

- **23%** of the top fashion brands **do not remind customers** of their returns policy **at any of the three key stages** of purchase. (Product page, Basket page and Checkout page), **compared to 28% in Q2**.
- **71%** have a returns policy reminder **within each product page**, **24%** enforced their policy **in the basket stage**, but only **12%** of brands reinforced the message **at checkout** to encourage customers to complete their purchase.
- **7%** of brands signpost customers to their return policy at all **three stages measured** (a jump from 6%) – These brands are Burberry, Clarks, Cotswold Outdoor, Cotton Traders, Fat Face, Lands End, M&S, Matchesfashion.com, Quiz and Sweaty Betty.



### RECAP METHODOLOGY

- Three key stages were measured: Product page, basket stage and checkout.
- Retailers were ranked highest if they included the returns message on each of the three pages, as these are key touch points in the shoppers buying decision.

For the full picture, take a look at where this all began in the [Q2 benchmark...](#) 

# POLICY REMINDER



## REFUND PROMISE LEADERBOARD

TOP

3 REMINDERS



Burberry  
Clarks  
Cotswold Outdoor  
Cotton Traders  
Fat Face

Lands End  
M&S  
Matchesfashion.com  
Quiz  
Sweaty Betty

2 REMINDERS



ASOS  
Boux Avenue  
Crew Clothing  
Ellis Brigham Sports  
Farfetch  
French Connection  
Harrods  
Harvey Nichols  
Jaeger  
Jimmy Choo  
Karen Millen  
Kurt Geiger

Liberty  
Millets  
Mr Porter  
Net-A-Porter  
Pretty Green  
River Island  
Route One  
Selfridges  
Sport Pursuit  
Ted Baker  
The White Company  
Topshop

1 REMINDER



Agent Provocateur  
Ann Summers  
Arco  
Blacks Outdoors  
Blue Inc.  
Boden  
Boohoo.com  
Charles Clinkard  
Charles Tyrwhitt  
Coggles  
Debenhams  
Direct Golf  
Doc Martens  
Dune London  
END.  
Field & Trek (Yeomans)  
Fingleaves.com  
Flannels  
Fred Perry  
George at Asda  
Get the Label  
GO Outdoors  
Hackett London  
Hawes & Curtis  
Hobbs

Hotter  
House Of Fraser  
Jacques Vert  
JD Sports  
Jigsaw  
Joe Browns  
John Lewis  
JoJo Maman Bébé  
Joules Clothing  
Laura Ashley  
Lipsy  
Long Tall Sally  
M&Co  
M&M Direct  
Marisota  
Mint Velvet  
Missguided  
Monsoon  
Mothercare  
Mountain Warehouse  
Mulberry Company  
Oasis  
Office  
Oliver Bonas  
Paul Smith

Pavers  
Phase Eight  
PrettyLittleThing  
Radley  
Rapha  
Reiss  
Roman Originals  
Schuh  
Simply Be  
Size?  
Snow + Rock  
SportsDirect.com  
Superdry  
Surfdome  
The Hut  
The Outnet  
TM Lewin  
Topman  
Warehouse Fashion  
Whistles  
White Stuff  
Wiggle  
Wynsors World of Shoes  
Yours Clothing

NO REMINDERS



All Saints  
Bonmarché  
Bravissimo  
Burton  
Cath Kidston  
Cloggs  
Coast  
Dorothy Perkins  
East  
Edinburgh Woolen Mill  
Evans

Everything5Pounds.com  
Foot Asylum  
Jack Wills  
JOY  
Kitbag  
LK Bennett  
Lyle & Scott  
Mainline Menswear  
Mamas & Papas  
Miss Selfridge  
Moss Bros

My Protein  
New Look  
Next  
Peacocks  
QVC  
Rohan  
Secretsales.com  
Sportsshoes.com  
Thomas Pink  
Toast  
Wallis

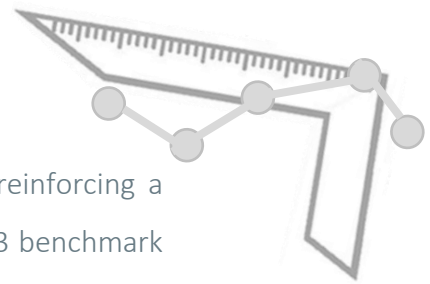
BOTTOM



# POLICY REMINDER

## HOW DOES THIS COMPARE TO Q2?

There has been a 1% improvement in the number of brands reinforcing a returns reminder in each of the three stages measured in the Q3 benchmark (product page, basket stage and checkout), and now stands at 7%. To recap, what constitutes as a 'policy reminder', this could be a simple 'one-liner', or a hyperlink through to the returns policy. It is positive to see more brands beginning to add clear signposts to returns information before the customer finishes their purchase journey despite the small jump of only 1%.

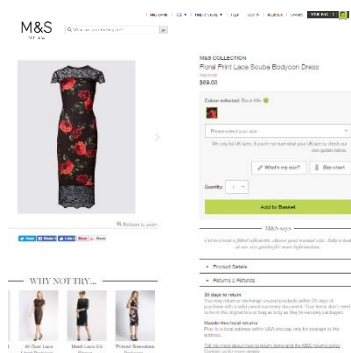


We found that the product page was the most popular place for brands to include a reminder to the policy (71%) followed by the basket stage (24%) and finally at checkout, where just 12% included a returns message.

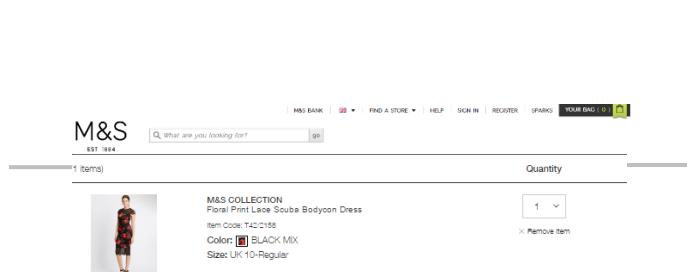
Three brands have shot up in the rankings this quarter as they start to reinforce their policy in all three key stages measured. These brands are Cotswold Outdoor, Lands' End and Quiz Clothing, where previously they did not signpost their policy at any stage.

## EXAMPLE OF BEST PRACTICE...

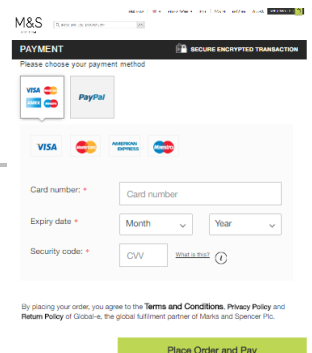
### SUBTLE RETURNS REMINDER



PRODUCT PAGE



BASKET



CHECKOUT



## METRIC 5

# CHOICE OF RETURN METHOD



 **ReBOUND®**



# RETURN METHOD

## HIGHLIGHTS:

- 32% of brands offer international shoppers the choice to post their item to a local, in-country address.
- The option to return via a courier is still more common than via PUDO (31% offer couriers whereas only 27% offer PUDO's).
- 5 brands now offer shoppers the ability to return using a parcel locker, which is 2 more than in Q2. (Debenhams and JD Sports, Sports Pursuit, New Look and Get The Label).
- 60% of brands now offer a local choice of return method in at least one international market.



## RECAP METHODOLOGY

- Retailers were measured on the choice of return methods offered to customers.
- The highest possible score for this metric was 5 options; PUDO, courier collection, in-store, parcel lockers and postage to local address.

For the full picture, take a look at where this all began in the [Q2 benchmark...](#)



# RETURN METHOD

## RETURN METHOD LEADERBOARD

		TOP	
4 RETURN METHODS OFFERED		All Saints Charles Tyrwhitt Clarks Debenhams	Fred Perry French Connection Karen Millen Lands End
3 RETURN METHODS OFFERED		ASOS Boohoo.com Harvey Nichols JD Sports Laura Ashley LK Bennett Long Tall Sally M&S Mamas & Papas Missguided	Moss Bros Mothercare Mulberry Company Net-A-Porter Paul Smith QVC Reiss Sport Pursuit Surfdome Topman
2 RETURN METHODS OFFERED		Boden Burberry Doc Martens House of Fraser Jack Wills Jimmy Choo Joe Browns Joules Clothing M&M Direct Mr Porter New Look Next Office PrettyLittleThing	Radley Rapha River Island Roman Originals Schuh Simply Be Superdry Sweaty Betty Ted Baker The Outnet The White Company Topshop Warehouse Fashion Wiggle
1 RETURN METHODS OFFERED		Agent Provocateur Arco Burton Charles Clinkard Dorothy Perkins END. Evans Farfetch Fat Face Figleaves.com	Get The Label Hackett London Harrods Hawes & Curtis Hobbs Jigsaw JoJo Maman Bébé Matchesfashion.com Mint Velvet Miss Selfridge
NO LOCAL RETURN METHODS OFFERED		Ann Summers Blacks Outdoor Blue Inc. Bonmarché Boux Avenue Bravissimo Cath Kidston Cloggs Coast Coggles Cotswold Outdoor Cotton Traders Crew Clothing Direct Golf Dune London East Edinburgh Woolen Mill Ellis Brigham Sports Everything5pounds.com	Field & Trek (Yeomans) Flannels Foot Asylum George at Asda GO Outdoors Hotter Jacques Vert Jaeger John Lewis JOY Kitbag Kurt Geiger Liberty Lipsy Lyle & Scott M&Co Mainline Menswear Marisota Millets MyProtein Oasis Oliver Bonas Peacocks Pretty Green Quiz Rohan Route One Secretsales.com Size? Snow + Rock SportsDirect.com Sportsshoes.com The Hut TM Lewin Toast Whistles White Stuff Wynsors World of Shoes
		BOTTOM	



## HOW DOES THIS COMPARE TO Q2?

The criteria around what we define as a 'return method' in this metric, consists only of local return methods. Therefore, we have discounted any mention of returning back to a UK address as we see this as a necessity rather than a choice. Our results have revealed that more than half (60%) of brands offer international shoppers a choice of how to return their purchase beyond a standard postal return to the UK, which is an increase of 2% since Q2.

We found that posting directly back to a local address has now become the most popular return option with 32% of brands offering this as a method, followed by courier collection and opting to return in-store (31% respectively). This is closely followed by PUDO's (27%), whilst parcel lockers are still a largely under-used return option internationally by UK brands at only 4%.

Despite lockers being the lesser-used option to return, there has been a noticeable increase (a jump from 3 to 5 brands) starting to introduce this method, indicating that this method is beginning to become more popular with customers overseas as they start to see the benefit of a flexible, convenient, and secure way to return. 5 brands now offer lockers and 4 out of 5 of these are in Ireland.

## EXAMPLE OF BEST PRACTICE...

MULTIPLE  
OPTIONS  
CLEARLY  
OUTLINED

**Clarks** Sign in / Register Store Locator Shopping Bag (0 items)

**Free Return by Mail**  
If you would like to return your online purchase by mail, follow our simple [online return process](#) for a FREE pre-paid shipping label. Please use your original shipment box for returns, whenever possible.

1. Visit [www.clarksusa.com/us/orderlookup](#)
2. Enter your order number and ship-to zip code
3. Select the item(s) you would like to return by providing the quantity and reason code for each
4. Print out the packing slip that goes inside your package
5. Create & Print your FREE pre-paid return label, by choosing UPS or United States Postal Service. For the fastest return, use UPS.
6. Retain your tracking number for possible future use.

**Return Carriers**  
*United States* - Retain your tracking number for possible future use.

UPS: You can drop your package off at any UPS location, including: The UPS Store®, UPS drop boxes, UPS customer centers, authorized retail outlets and UPS drivers. For the **fastest** return, use UPS.

USPS: You can leave your package at any United States Postal Service location as well as your own mailbox, your local Post office or postal collection boxes.

**US Territories & Military Addresses:**  
Your package will default to be shipped via USPS. You can leave your package at any United States Postal Service location including your own mailbox, your local Post office or postal collection boxes. You may also schedule a free postal carrier pick up with USPS.

**Returns to a Clarks or Clarks Outlet Store**  
You can return your Clarksusa.com purchase to the Clarks or Clarks Outlet store nearest you. To complete your return in store simply follow these easy steps:

1. Bring the unworn items you would like to return to any Clarks or Clarks Outlet store location.
2. Present your original packing slip to any sales associate. Without your proof of purchase, a Clarks Gift Card will be issued for the current selling price of the item(s).
3. To receive a refund, bring your original form of payment. If you return a gift, a Clarks Gift Card will be issued for the original price paid.

Purchases made in a Clarks or Clarks Outlet store must be returned to a Clarks or Clarks Outlet store location.

METRIC 6

FREE RETURNS



 **ReBOUND®**



# FREE RETURNS

## HIGHLIGHTS:

- 54% of the top 141 retailers offer free returns in at least one international market.
- 6% offer free returns to all markets worldwide.
- 30% of brands offer free returns in Ireland, 29% in the USA and 28% in Germany.
- 1 brand, Selfridges, have extended their free returns offering to cover all countries worldwide.



## RECAP METHODOLOGY

- Retailers were measured on whether they offered free international returns as common practice.
- Brands who advertise free returns in the most number of countries wins.

For the full picture, take a look at where this all began in the [Q2 benchmark...](#)

# FREE RETURNS



## RETURN METHOD LEADERBOARD

TOP

FREE RETURNS WORLDWIDE		Burberry Farfetch Hackett London Mr Porter	Mulberry Company Net-A-Porter Selfridges The Outnet
FREE RETURNS IN 50+ COUNTRIES		Jimmy Choo Mint Velvet	
FREE RETURNS IN 5+ COUNTRIES		ASOS Charles Tyrwhitt Clarks Dune London JD Sports Joe Browns Karen Millen M&S	Matchesfashion.com Oasis Paul Smith River Island Superdry Ted Baker Topman
FREE RETURNS IN 2+ COUNTRIES		All Saints Boden Debenhams Evans Fred Perry French Connection Harvey Nichols Hawes & Curtis Lands End Laura Ashley	Long Tall Sally Mamas & Papas Missguided New Look Next Rapha Sweaty Betty Topshop Warehouse Fashion Wiggle
FREE RETURNS IN 1 COUNTRY BEYOND THE UK		Agent Provocateur Arco Boohoo.com Burton Dorothy Perkins Fat Face Hotter House of Fraser Jack Wills Jigsaw JoJo Maman Bébé Joules Clothing LK Bennett M&M Direct Monsoon Moss Bros	Mothercare Mountain Warehouse Office Pavers Phase Eight PrettyLittleThing QVC Radley Reiss Roman Originals Schuh Simply Be Sweaty Betty The White Company Thomas Pink Wallis
FREE RETURNS ARE NOT OFFERED TO ANY INTERNATIONAL MARKETS		Ann Summers Blacks Outdoor Blue Inc. Bonmarché Boux Avenue Bravissimo Cath Kidston Charles Clinkard Cloggs Coast Coggles Cotswold Outdoor Cotton Traders Crew Clothing Direct Golf Doc Martens East Edinburgh Woollen Mill Ellis Brigham Mountain Sports END, Everything5pounds.com Figleaves.com	Field & Trek (Yeomans) Flannels Foot Asylum George at Asda Get The Label GO Outdoors Harrods Hobbs Jacques Vert Jaeger John Lewis JOY Kitbag Kurt Geiger Liberty Lipsy Lyle & Scott M&Co Mainline Menswear Marisota Milets Miss Selfridge
			MyProtein Oliver Bonas Peacocks Pretty Green Quiz Rohan Route One Secretsales.com Size? Snow + Rock Sport Pursuit SportsDirect.com Sportsshoes.com Surfdome The Hut TM Lewin Toast Whistles White Stuff Wynsors World of Shoes Yours Clothing

BOTTOM



## FREE RETURNS

### HOW DOES THIS COMPARE TO Q2?

The number of brands introducing free returns is on the rise again since last quarter, as more brands feel the pressure from customers to compete alongside their market peers. The number of brands offering this incentive has risen steadily from 49% to 54%, and we can only see this continue to increase as time goes on.

One brand in particular, Charles Tyrwhitt, has rapidly expanded the number of countries they offer free returns in. This quarter, they offer this incentive in over 30 countries around the world, including USA, Australia, Germany and Europe, compared to the 2 markets which enjoyed free returns in Q2. Ted Baker has also shown vast improvement as they have extended their free returns offering to 7 countries (USA, France, Germany, Ireland, Netherlands, Portugal and Spain).

Findings in Q2 showed that Germany was the main area of focus when it came to offering free returns. Since then, the focus has shifted to Ireland, where 30% of the brands now offer free returns, followed closely by the USA (29%) and Germany (28%).



### EXAMPLE OF BEST PRACTICE...

#### FREE RETURNS WORLDWIDE

All that's left to do now is to send your return back to us. We'll collect your item(s) for free using the delivery option that you selected when placing your order.

1. DHL: Visit [dhl.com](http://dhl.com) and choose your country to find the telephone number you need. Remember to quote our account number, which you can find under Section 2 of the return air waybill.

#### THE OUTNET

##### CUSTOMER SERVICE

Delivery  
Exchanges & Returns  
Payment & Site Security  
Size Help  
Orders  
Creating An Account  
Gift Cards  
Clearance & Promotions  
FAQs

##### CONTACT US

Our Customer Care Team  
The OUTNET Premier Team  
Other Teams

##### HELP

English ▼

##### EXCHANGES & RETURNS

###### HOW TO EXCHANGE OR RETURN AN ITEM

Need to return or exchange your purchase for a different size? No problem! You've got 28 days from when you received your order to have your items sent back to us. Here's how:

1. Sign in to your account, go to [View Orders](#) and select the order number with the items you would like to exchange or return.
2. Click **CREATE EXCHANGE/RETURN** and follow the steps.
3. Check the box to agree with our Returns Policy.
4. We'll send you an email containing all of the information you need next.

All that's left to do now is to send your return back to us. We'll collect your item(s) for free using the delivery option that you selected when placing your order.

1. DHL: Visit [dhl.com](http://dhl.com) and choose your country to find the telephone number you need. Remember to quote our account number, which you can find under Section 2 of the return air waybill.
2. Premier: If you've used THE OUTNET Premier delivery service, we'll be in touch by email and text message within 48 hours to confirm your two-hour collection window.



METRIC 7

CUSTOMISED FOR EACH COUNTRY



 **ReBOUND<sup>®</sup>**



## CUSTOMISED BY COUNTRY

### HIGHLIGHTS:

- For the third quarter running, **only 1** brand has a tailored returns policy for **each country worldwide** (Matchesfashion.com).
- There is more emphasis on a customised policy for the US market above any other, as **43%** have a specific **policy tailored just for the USA** (this is a 10% increase in brands since Q2).
- **39%** of the top UK fashion brands simply have a **blanket return policy** for their international customers without distinguishing between different markets, which is the same as in Q2.



### RECAP METHODOLOGY

- Brands have been ranked in order of how many different markets their policies address (highest number ranking top - lowest number ranking bottom).
- If the retailer has a different returns message for different parts of the world, we have counted how many different markets they directly address.

For the full picture, take a look at where this all began in the [Q2 benchmark...](#)





# CUSTOMISED BY COUNTRY

## 'CUSTOMISED FOR EACH COUNTRY' LEADERBOARD

20+ TAILORED  
POLICIES



ASOS  
Matchesfashion.com  
Paul Smith

10+ TAILORED  
POLICIES



Boohoo.com  
Karen Millen  
M&S  
Wiggle

5+ TAILORED  
POLICIES



All Saints  
Boden  
Charles Tyrwhitt  
Clarks  
Debenhams  
Dorothy Perkins  
Evans  
French Connection  
JD Sports  
Joe Browns  
John Lewis  
Lands End  
Laura Ashley  
Long Tall Sally  
M&M Direct  
Mamas & Papas  
Missguided  
Monsoon  
Mountain Warehouse  
Next  
Oasis  
QVC  
Superdry  
Surfdome  
Ted Baker  
Topman  
Topshop  
Warehouse Fashion

2+ TAILORED  
POLICIES



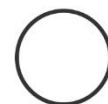
Agent Provocateur  
Arco  
Burberry  
Burton  
Coast  
Cotswold Outdoor  
Doc Martens  
Dune London  
Farfetch  
Fat Face  
Fingleaves.com  
Fred Perry  
Get the Label  
Harvey Nichols  
Hawes & Curtis  
Hobbs  
Hotter  
Jack Wills  
Jigsaw  
Jimmy Choo  
JoJo Maman Bébé  
Joules Clothing  
LK Bennett  
Mint Velvet  
Miss Selfridge  
Moss Bros  
Mothercare  
Mr Porter  
Mulberry Company  
Net-A-Porter  
New Look  
Office  
Phase Eight  
PrettyLittleThing  
Radley  
Rapha  
Reiss  
River Island  
Route One  
Schuh  
Selfridges  
Simply Be  
Sport Pursuit  
Sweaty Betty  
The Outnet  
The White Company  
Thomas Pink  
Wallis  
Yours Clothing

1 TAILORED  
POLICIES



House of Fraser  
Marisota

BLANKET POLICY FOR ALL  
INTERNATIONAL MARKETS  
(NO TAILORED POLICIES)



Ann Summers  
Blacks Outdoor  
Blue Inc.  
Bonmarché  
Boux Avenue  
Bravissimo  
Cath Kidston  
Charles Clinkard  
Cloggs  
Coggles  
Cotton Traders  
Crew Clothing  
Direct Golf  
East  
Edinburgh Woolen Mill  
Ellis Brigham Sports  
END.  
Everything5pounds.com  
Field & Trek (Yeomans)  
Flannels  
Foot Asylum  
George at Asda  
GO Outdoors  
Hackett London  
Harrods  
Jacques Vert  
Jaeger  
JOY  
Kitbag  
Kurt Geiger  
Liberty  
Lipsy  
Lyle & Scott  
M&Co  
Mainline Menswear  
Millefs  
MyProtein  
Oliver Bonas  
Pavers  
Peacocks  
Pretty Green  
Quiz  
Rohan  
Roman Originals  
Secretsales.com  
Size?  
Snow + Rock  
Sports Pursuit  
SportsDirect.com  
Sportshoes.com  
The Hut  
TM Lewin  
Toast  
Whistles  
White Stuff  
Wynsors World of Shoes

TOP

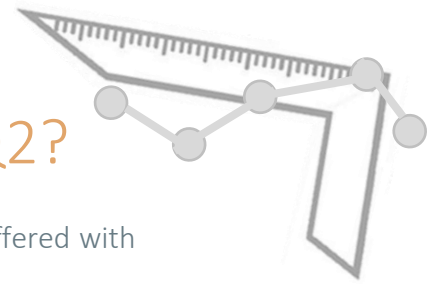
BOTTOM



## HOW DOES THIS COMPARE TO Q2?

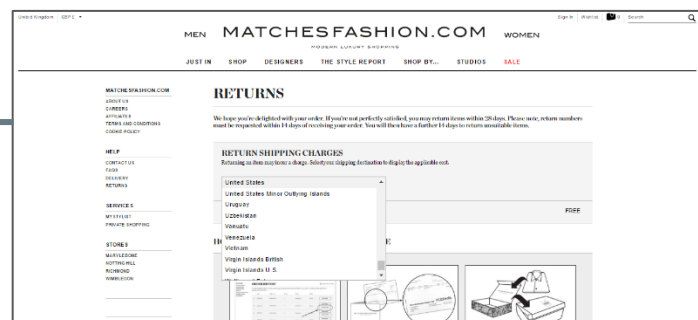
The USA still stands out as a market where a bespoke message is offered with just under half of brands tailoring US return advice (43%). Other key countries that are also popular when tailoring policies are Germany (31%), Ireland (31%), France (26%) and Australia (23%).

Matchesfashion.com still lead as the only brand which customise policies for every country worldwide. But two brands stand out for increasing the number of policies which are tailored to international markets. The first, mother and baby boutique brand JoJo Maman Bébé, have improved from having a blanket policy for all international markets to tailoring returns policies for two key markets – USA and Ireland, as well as implementing a third policy for customers located in the rest of the world. The second brand; Sport Pursuit, have significantly improved from previously having just a blanket policy to tailoring policies across four countries – France, Germany, Denmark and Sweden.



## EXAMPLE OF BEST PRACTICE...

POLICY PER MARKET IN  
DROP-DOWN MENU



# OVERALL RESULTS



# Q3 RESULTS



## LEADERS

60% +



ASOS  
Burberry  
Charles Tyrwhitt  
Clarks  
Debenhams  
French Connection

JD Sports  
Karen Millen  
Lands End  
M&S  
Mulberry Company  
The Outnet

## RUNNERS UP

50% +

All Saints  
Boden  
Boohoo.com  
Dune London  
Hawes & Curtis  
Jimmy Choo  
Long Tall Sally  
Mint Velvet  
Moss Bros  
Mr Porter  
Net-A-Porter  
Next

Rapha  
Route One  
Schuh  
Selfridges  
Surfdome  
Ted Baker  
The White Company  
Topman  
Topshop  
Warehouse Fashion  
Wiggle

## CHALLENGERS

40% +

Arco  
Charles Clinkard  
Cotswold Outdoor  
Crew Clothing  
Doc Martens  
Ellis Brigham Sports  
Farfetch  
Fat Face  
Fingleaves.com  
Fred Perry  
GO Outdoors  
Hackett London  
Harvey Nichols  
Hobbs

Hotter  
Jack Wills  
Jigsaw  
Joe Browns  
JoJo Maman Bébé  
Laura Ashley  
LK Bennet  
M&M Direct  
Mamas & Papas  
Matchesfashion.com  
Missguided  
Monsoon  
Mothercare  
Mountain Warehouse

New Look  
Oasis  
Office  
Paul Smith  
PrettyLittleThing  
QVC  
Radley  
River Island  
Snow + Rock  
Sport Pursuit  
Superdry  
Sweaty Betty  
TM Lewin

## PICKING UP PACE

30% +

Agent Provocateur  
Boux Avenue  
Burton  
Cath Kidston  
Coggles  
East  
END.  
Evans  
George at Asda  
House of Fraser

Jacques Vert  
Jaeger  
John Lewis  
Joules Clothing  
Millefs  
Pavers  
Peacocks  
Phase Eight  
Quiz

Reiss  
Roman Originals  
Simly Be  
The Hut  
Thomas Pink  
Whistles  
White Stuff  
Wynsors World of Shoes  
Yours Clothing

## LAGGING BEHIND

20% +

Ann Summers  
Blacks Outdoor  
Blue Inc.  
Bravissimo  
Cloggs  
Coast  
Cotton Traders  
Direct Golf  
Dorothy Perkins  
Everything5pounds.com  
Field & Trek

Flannels  
Foot Asylum  
Get The Label  
Harrods  
JOY  
Kitbag  
Liberty  
Lyle & Scott  
M&Co.  
Mainline Menswear  
Marisota

Miss Selfridge  
MyProtein  
Oliver Bonas  
Pretty Green  
Rohan  
Secretsales.com  
Size?  
SportsDirect.com  
Sportshoes.com  
Toast  
Wallis

## ON THE STARTING GRID

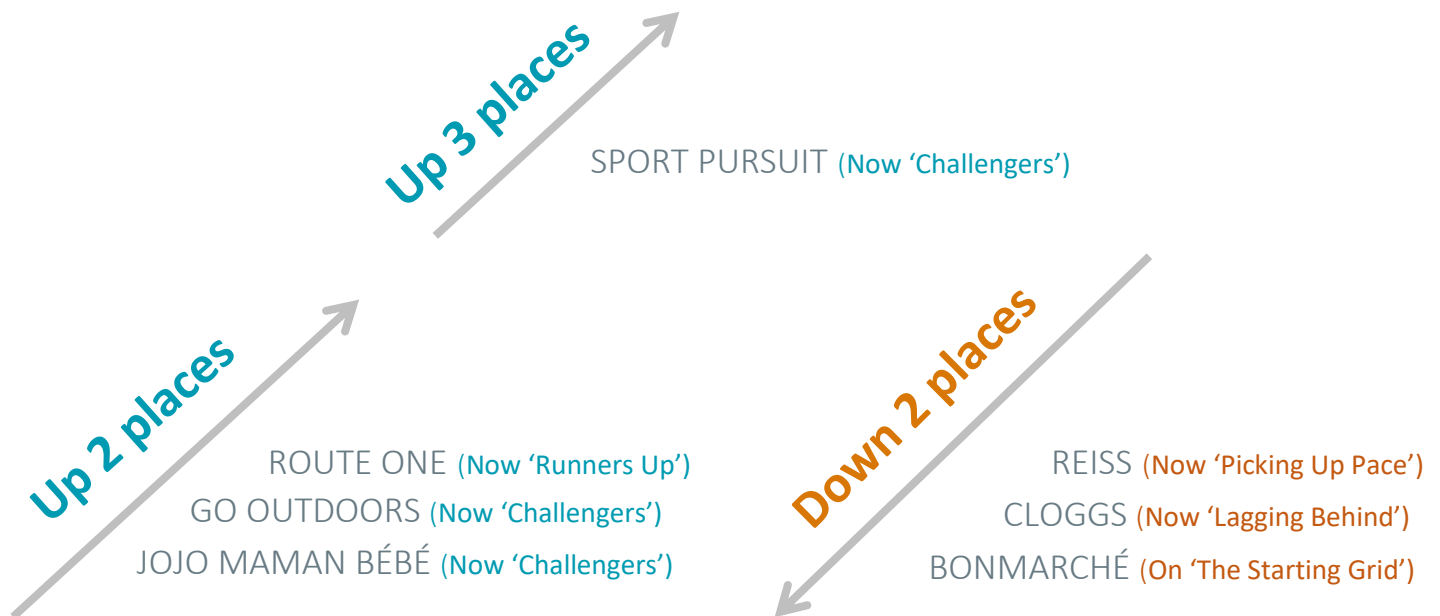
10% +

Bonmarché  
Edinburgh Woollen Mill  
Kurt Geiger  
Lipsy

TOP

BOTTOM

# RISERS AND FALLERS



Sport Pursuit, have shown exceptional improvement as they move from a ReBOUND index value of just 17.14% in Q2 – up to a very comfortable position in the 'Challengers' category at 40.00%. This much-improved score is due to introducing a wide number of flexible and convenient ways to return cross-border as well as tailoring the return message across four international markets.

Other brands of note for their positive progression include Route One, GO Outdoors and JoJo Maman Bébé who have all moved up 2 places by increasing their return window and advertising a quick refund promise. Well done to these three brands, we look forward to following their progression as our series of reports continue.

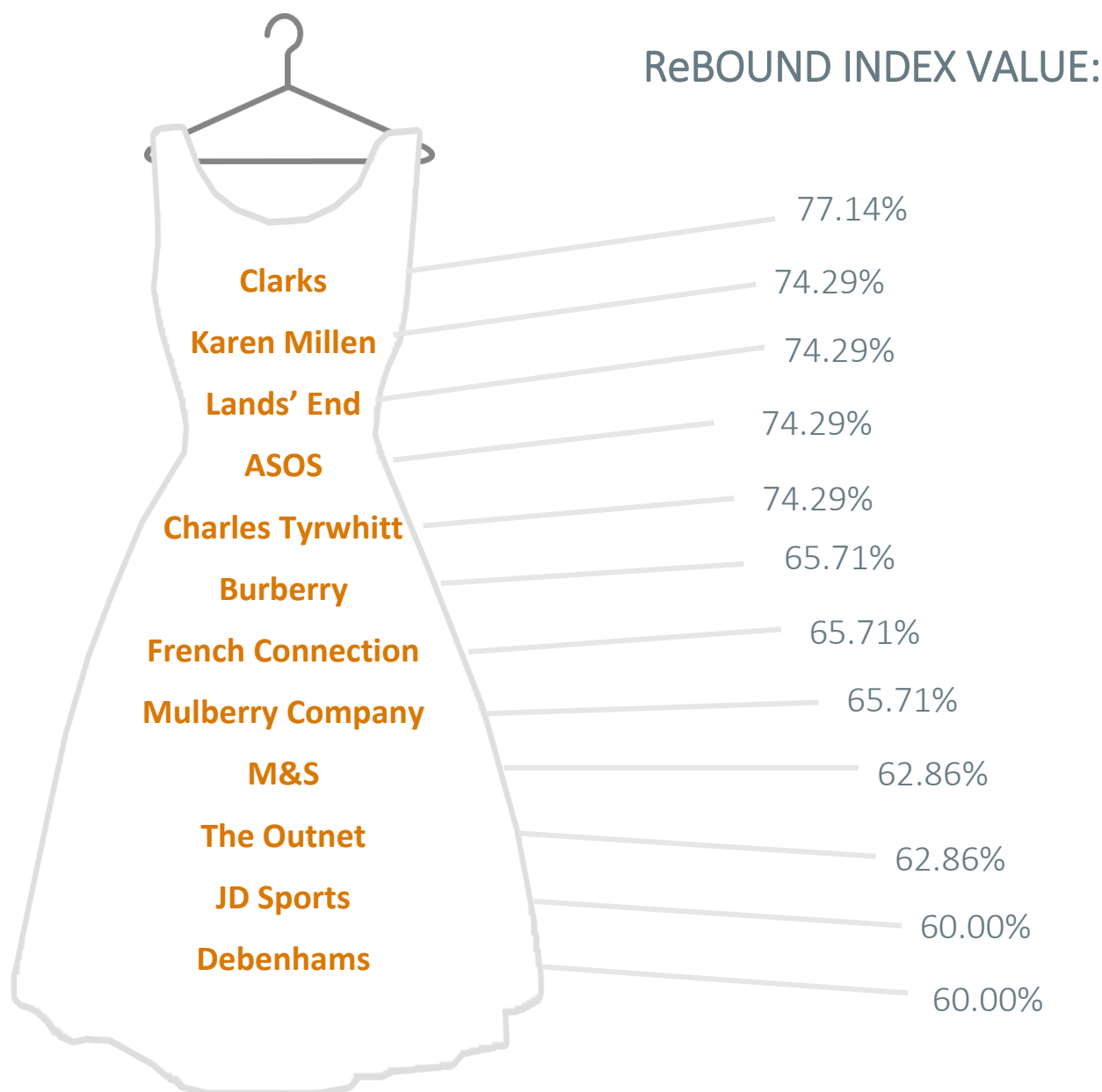
Sadly, we've observed three brands which haven't done so well. This quarter we can see that both Cloggs, Reiss and Bonmarché have all fallen two categories since Q2. Over the last couple of months, both Cloggs and Reiss have stripped away free returns from several countries and have limited the number of return methods per country. Both brands have also reduced the return window to 14 days from 28 days (Reiss) and 60 days (Cloggs) for customers across every international market they sell to. In addition, Bonmarché have stripped away their return policy reminder from both the product page and at checkout since Q2, as well as no longer choosing to advertise their refund promise anywhere on their site.

# WHAT MAKES A LEADING BRAND IN RETURNS?



There's 12 brands sharing winning status this quarter which is two less than Q2 (All Saints, Schuh, Jimmy Choo, Moss Bros and Topman have all fallen out of place). Special mention should go to Clarks, ASOS, Burberry, Charles Tyrwhitt, Debenhams, JD Sports, Karen Millen, M&S and the Outnet, who have maintained winning status, but also to Mulberry Company, French Connection and Lands End, who have climbed up the rankings to join the leading category by implementing a number of key changes to their returns policy.

Here is the lowdown on their ReBOUND index values which show their overall scores...







## 1<sup>st</sup> Place

77.14%

### Clarks

Once again, Clarks have topped the leader board with their returns offering. However, although it is clear that they are miles ahead of their fellow brands, they still have work to do in order to reach the maximum potential.

Clarks have plateaued with a consistent index value scoring of 77.14% this quarter. And, although they have implemented minor changes to their policy such as introducing a return window of 28 days for Australia and a tailored policy for Indonesia, there has been nothing of note that would have a knock-on effect on their overall score.

In order to improve further, Clarks need to focus on certain aspects of their policy. For example, the brand already boast a fast refund promise of 5 days, but they could shorten this even further by implementing a process where they refund the customer as soon as the parcel is received at the local in-country hub. They also need to ensure that their site is optimised for tablet devices, as this seems to be the key area which is dragging the overall navigation score down.



## Joint 2<sup>nd</sup>

74.29%

### Karen Millen

Karen Millen have steadily improved their international returns offering over the last couple of months, following on from a slight improvement on their index value of 71.43% in Q2.

Since Q2, Karen Millen have reinforced the returns policy message in two out of the three key stages measured; the product page and basket stage. As well as this, they have introduced free returns in three more international markets – Canada, Spain and Sweden, through local couriers and their in-country store network. Other than that, Karen Millen still boast four return methods across 11 tailored policies for different international markets.

In order to improve the online returns experience further, Karen Millen could extend their return policy window further as they did between Q1 and Q2 to account for countries further afield that may have a longer transit times.



# Joint 2<sup>nd</sup>

74.29%

## Lands' End

Lands' End have demonstrated the biggest improvement over the last three months, because not only have they leapfrogged into the winning category, but they also share winning status with three of the biggest British brands – Clarks, Karen Millen and ASOS.

Lands End now offer an unlimited returns window to international customers. This promotes a flexible experience without putting a time-limit on returns so that shoppers can be rest-assured that they can return an item further down the line.

As well as this, Lands' End now reinforce the returns message in each of the three key stages measured in the benchmark, which is a vast improvement on last quarter where they didn't include any mention of the returns policy in these areas.

In order to further improve their online return experience, Lands End could look at their site usability on different devices. Although both their desktop and mobile sites make navigation easy in just 2 moves, when planning the same route through a tablet device, we found it difficult to navigate in less than 5 moves.



## Joint 2<sup>nd</sup>

74.29%

### ASOS

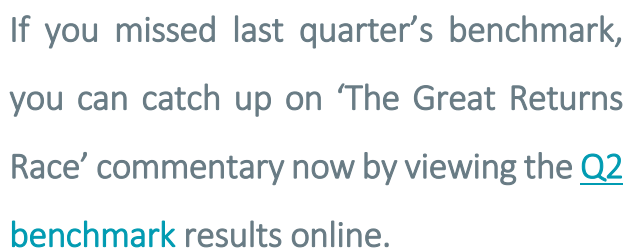
For the third quarter running, ASOS have remained a consistent player in 'The Great Returns Race', with a current ReBOUND index value of 74.29%; the same as in quarter 2.

ASOS boast a localised approach to international markets, offering a tailored returns policy for 32 countries worldwide. They also go as far as to promise a refund for customers worldwide within 24 hours of receiving the parcel back at their warehouse.

ASOS have noticeably improved the structure and layout of their return policies for international markets since we highlighted this in last quarters report. Previously, the journey to find information on returns was long and complicated through a series of links. Since then, the ASOS have implemented a dedicated returns landing page where the customer is able to choose their country from a drop-down list and is then presented with the information they need, tailored locally to them. This new design has particularly improved navigation on mobile devices.

## A decorative border at the bottom of the page consisting of a repeating pattern of stylized, grey running figures.

The top bracket has been joined by three more brands in Q3 (Mulberry, Lands' End and French Connection) as they demonstrate their ongoing commitment to improving their customers online return experience by altering elements of their policy that are making a big difference – Congratulations to all 12 leading brands!





If you'd like to get ahead of the game and move up in 'The Great Returns Race', then [get in touch](#) to discuss how ReBOUND can support your international shopper's return experience.



We're also pleased to announce that we are beginning to research the UK returns landscape, so we welcome your suggestions for what you'd like to see here.

Join in the discussion online through Twitter or send us your comments to [research@reboundreturns.com](mailto:research@reboundreturns.com)

**@ReBOUNDReturns**

**#ReturnsRace**

