



# RETURNS REVOLUTION

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## LEVERAGING RETURNS DATA FOR ACTIONABLE INSIGHTS

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# Follow me down the returns insights rabbit hole...



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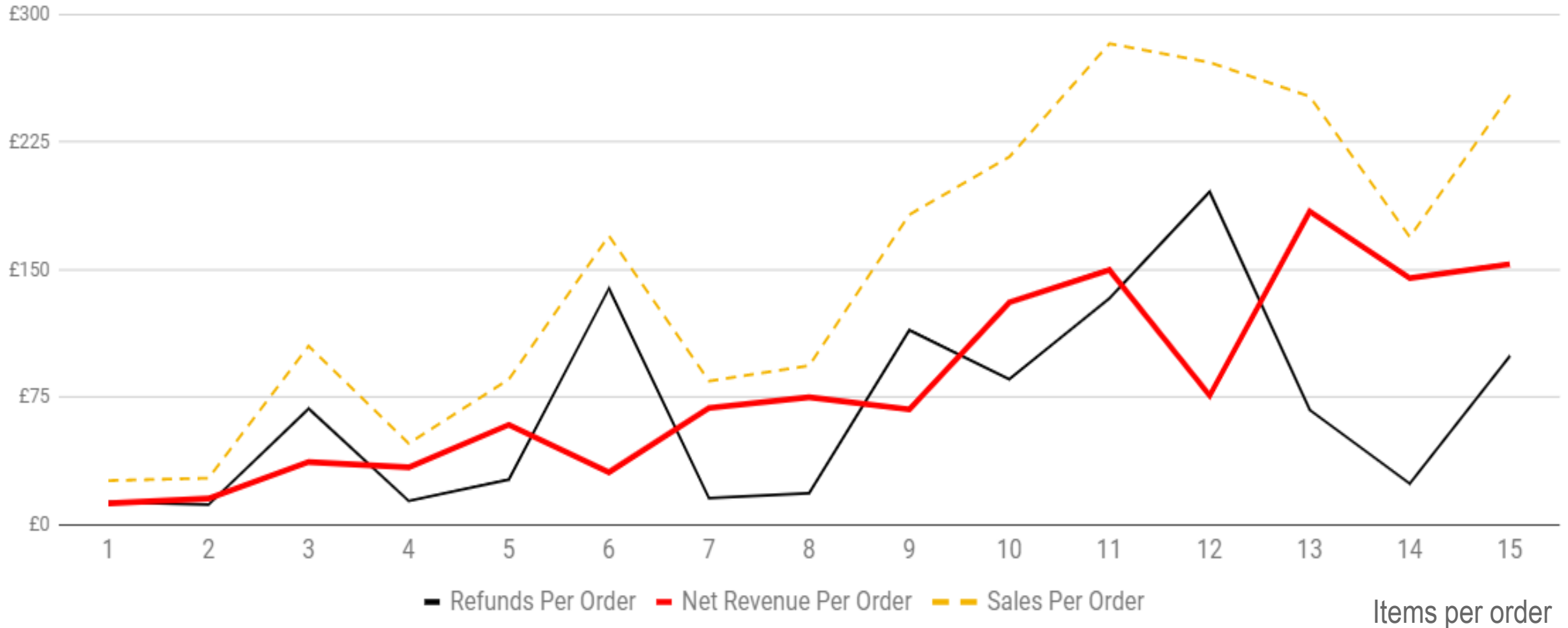
# Heard any of these?

Returns are mostly caused by women buying 3 different sizes	True or false?	7%
Nobody buys something they don't plan to keep	True or false?	30%
Most returns are down to a product or supplier issue	True or false?	Max 10%
Most returns are down to a sizing issue	True or false?	- Fit not Size - Depiction
Our returns policy is enough to keep shoppers happy	True or false?	9%
Customer fraud is a major cause of returns	True or false?	2%



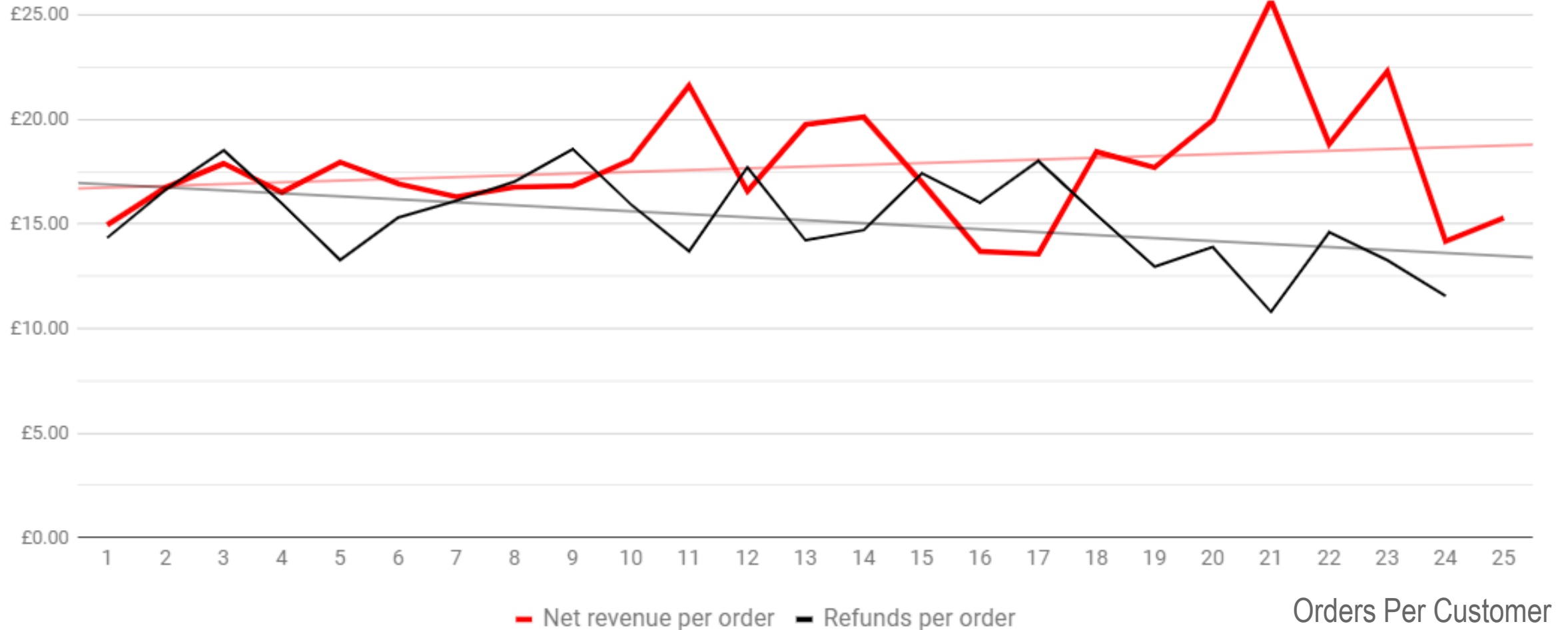
# Fact: high returners can be profitable....

Net Value After Returns, By Items In Basket



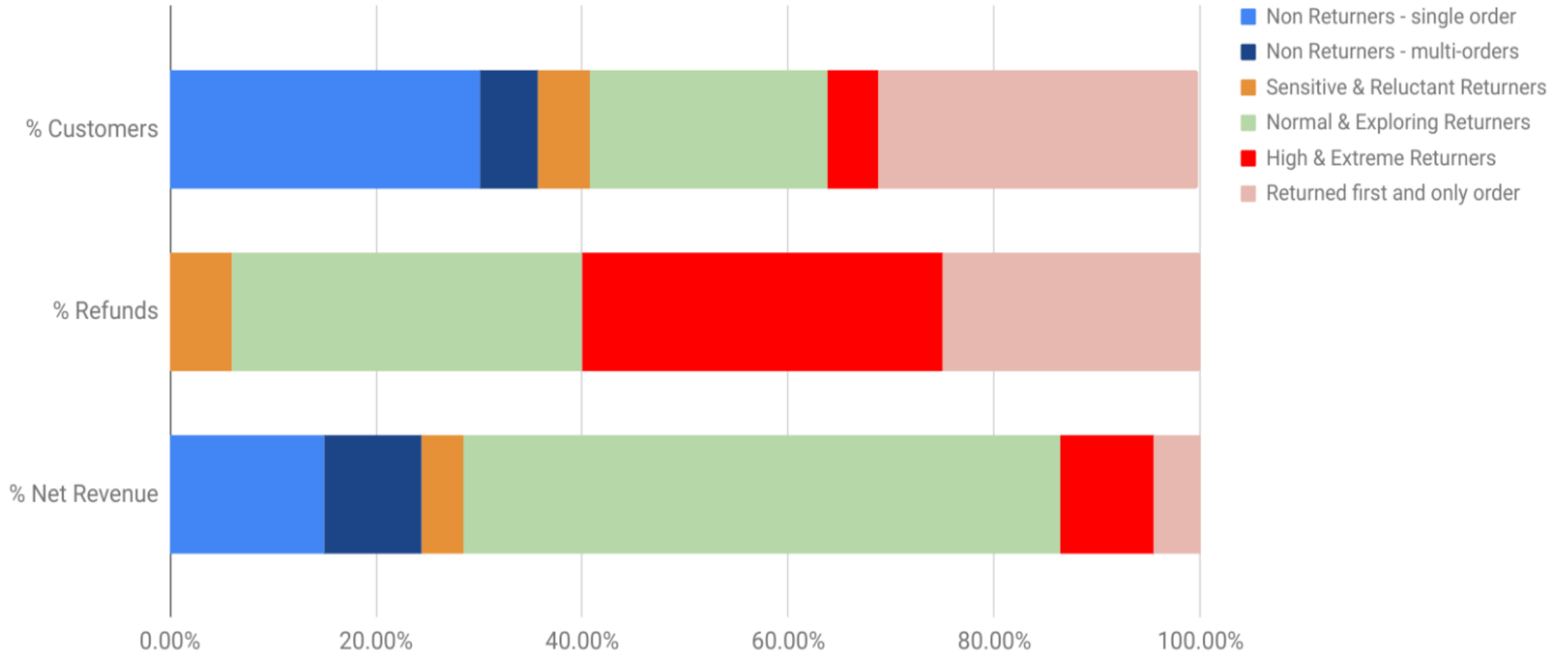
# Fact: they can become even more so over time....

Average Order Revenue Net Of Returns, By Count Of Orders Per Customer



# BUT - small segments have very big impacts....

% Customer Types (3 Year Period)



# Yet, if you have:

- Visibility and robust insight to customer returns behaviour
- A good returns strategy
- Policy enforcement
- Operational and service efficiencies around returns
- An upsell-over-time mindset
- A willingness to **optimize for the keep**, not simply the sale

**Returns can become competitive advantage & grow new revenue**

# This is why we've built ReBOUND INSIGHTS

TOTES EMÔSH Returns management portal usage

All Date Range

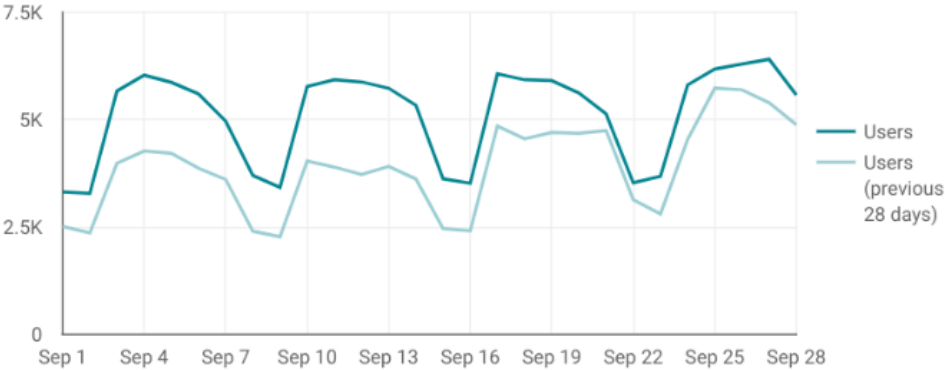


Users	Sessions	Pageviews	Pages / Session	Avg. Time on Page	Avg. Session Duration	% New Sessions
37,524	57,641	226,498	3.9	59	02:50	55.38%
↑ 22.5%	↑ 27.9%	↑ 21.9%	↓ -5.3%	↑ 0.8%	↓ -6.2%	↓ -1.5%

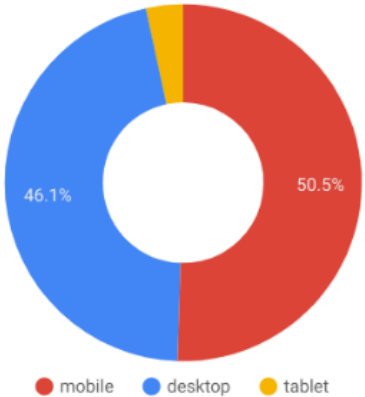
## The returns management page views and content usage

	Returns Content	Pageviews	Users	Time On Page	Entrance %	% Exit
1.	Landing	42,493	29,608	00:00:18	81.4%	23.0%
2.	Step 1	47,298	28,004	00:01:27	17.2%	23.9%
3.	Step 2	26,396	20,712	00:01:19	1.4%	5.6%
4.	Step 3	23,682	19,805	00:00:22	0.1%	1.1%
5.	Select shipping	23,599	19,641	00:00:54	+0.0%	2.7%
6.	Shipping label	28,323	19,128	00:02:32	6.9%	71.4%
7.	Tracking	23,619	12,184	00:01:24	59.3%	62.9%
8.	Confirm address	8,291	7,227	00:00:17	0.0%	0.2%
9.	Help	1,858	1,270	00:00:50	8.0%	23.2%
10.	Select payment method	1,468	910	00:02:26	0.1%	17.1%
11.	Other	186	129	00:00:56	21.5%	24.7%
12.	Terms	148	121	00:01:03	7.4%	34.5%

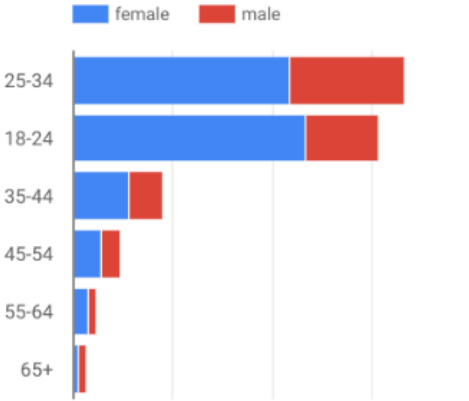
## How are the returns management pages trending?



## Devices Used



## Age and Gender of Visitors





# Understand different types of returners

## TOTES EMÔSH Customer Purchase Overview

Select date range



### Returns By Customer Order Payment Method

	Payment Method	Customers	Orders	Sales	Refunds	Sales Net Of Refunds	Average Items In Order	Average Items Kept	Average Order Value	Average Order Kept	Item Return Rate	Financial Return Rate ▾	Orders With A Return %	Average Days To Return
1.	Bill Me Later	686	736	£35,780	£20,117	£15,664	2.6	1.6	£48.61	£21.28	37.3%	56.2%	63.6%	25.3
2.	Klarna	1,563	1,899	£86,013	£44,695	£41,318	2.5	1.7	£45.29	£21.76	34.6%	52.0%	60.7%	25.2
3.	Cash On Delivery	1,874	2,285	£104,529	£54,214	£50,315	2.6	1.7	£45.75	£22.02	33.9%	51.9%	57.5%	24.5
4.	Vouchers	83	85	£3,478	£1,782	£1,696	2.4	1.7	£40.92	£19.95	30.0%	51.2%	45.9%	24.1
5.	Cash In Advance	1,626	1,891	£82,372	£39,908	£42,464	2.4	1.6	£43.56	£22.46	31.9%	48.4%	50.2%	24.7
6.	Debit Card	6,965	12,591	£558,662	£262,916	£295,746	2.5	1.7	£44.37	£23.49	32.0%	47.1%	52.8%	24.8
7.	Credit Card	3,029	4,261	£201,917	£93,896	£108,021	2.6	1.8	£47.39	£25.35	30.7%	46.5%	52.5%	25.1
8.	Paypal	1,101	1,244	£53,508	£24,402	£29,106	2.3	1.6	£43.01	£23.40	31.3%	45.6%	51.0%	24.3
	Grand total	11,040	24,934	£1,126,259	£541,929	£584,330	2.5	1.7	£45.17	£23.44	32.3%	48.1%	53.9%	24.8

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### Returns By Free And Paid Shipping

	Outward Shipping	Customers	Orders	Sales ▾	Refunds	Sales Net Of Refunds	Average Order Value	Average Order Kept	Item Return Rate	Financial Return Rate	Orders With A Return %	% Free Returns	Average Days To Return	Net Cost Of Returns
1.	No Free Shipping Used	10,379	23,235	£1,056,795	£506,075	£550,720	£45.48	£23.70	32.2%	47.9%	53.7%	29.3%	25.5	£42,786
2.	Free Shipping Used	1,271	1,699	£69,463	£35,854	£33,609	£40.88	£19.78	33.4%	51.6%	56.3%	35.6%	15.1	£2,684

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	Returns Shipping	Customers	Orders	Sales ▾	Refunds	Sales Net Of Refunds	Average Order Value	Average Order Kept	Item Return Rate	Financial Return Rate	Average Days To Return	Returns Costs To Retailer	Returns shipping costs recovered	Net Cost Of Returns
1.	Paid Return	9,935	21,122	£930,684	£381,214	£549,470	£44.06	£26.01	27.3%	41.0%	24.8	£75,193	£61,342	£13,852
2.	Free Return	2,912	3,921	£195,575	£160,715	£34,860	£49.88	£8.89	58.1%	82.2%	24.8	£31,619	£0	£31,619

# And international context

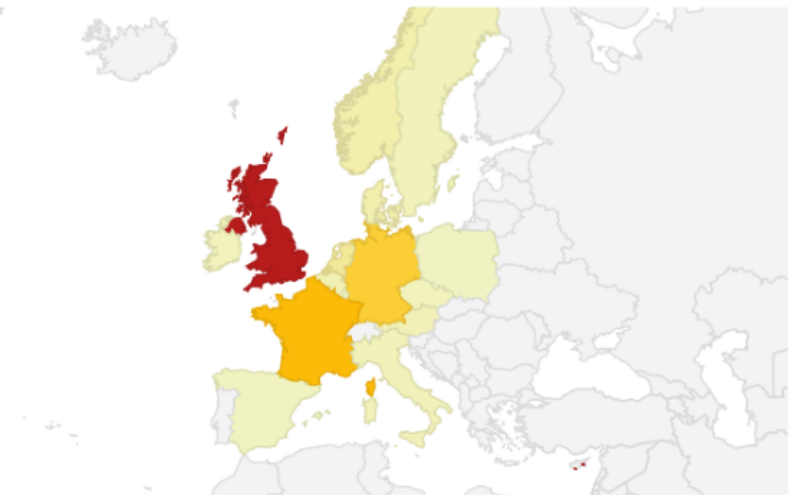
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## Country Overview

Select date range

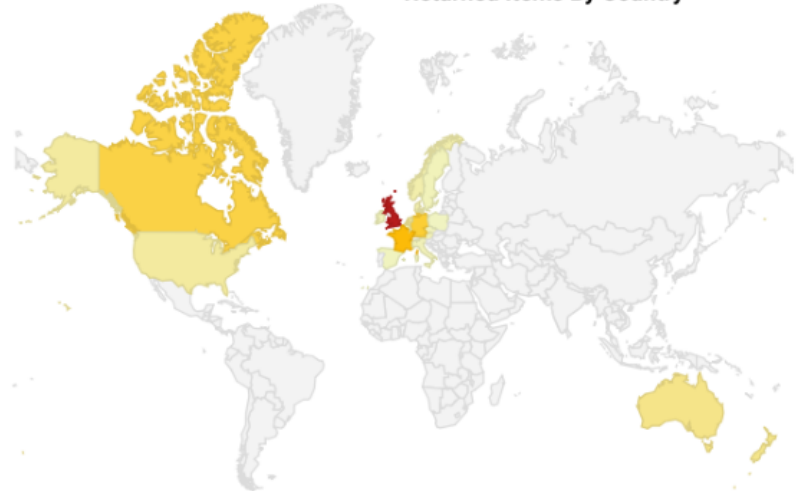


Returned Items By Country



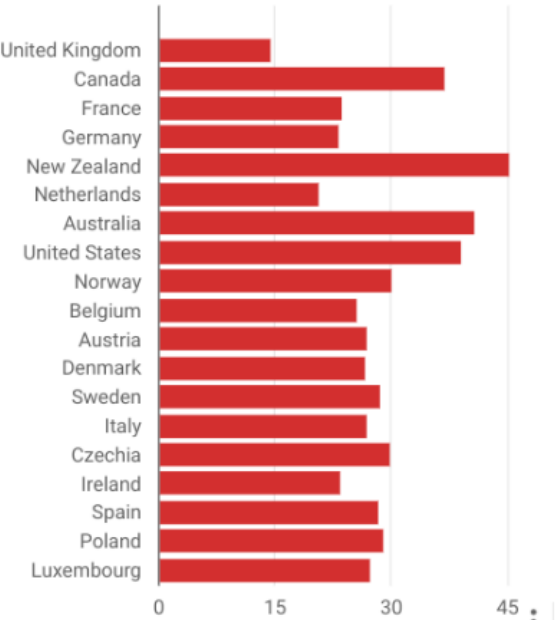
8 6,584

Returned Items By Country

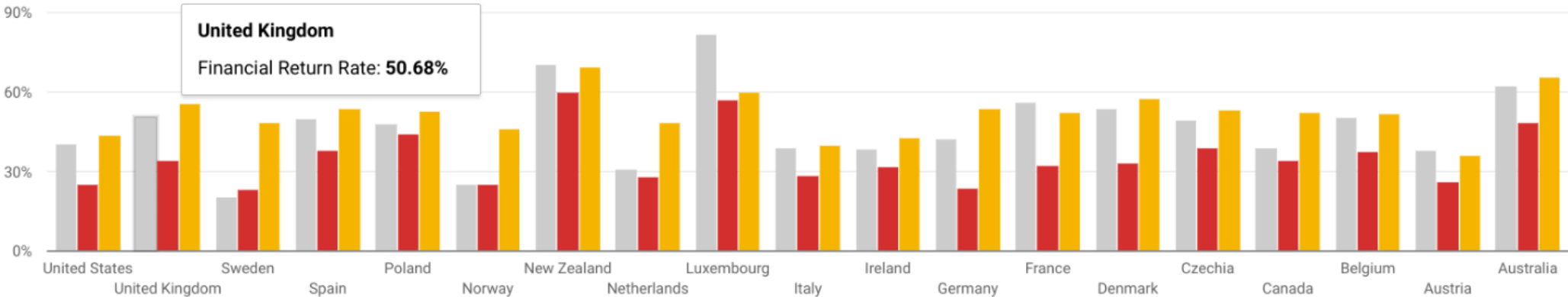


8 6,584

Average Days To Return



Financial Return Rate Item Return Rate Orders With Returns Rate Returns Rates By Country



# Making returns operationally sustainable

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## Business Drilldown

Select date range



Average Daily Refunds Issued

£498

No Data from

New Returns Registered Per Day

12

No Data from

Parcels Currently In Transit

261

Items Currently In Transit

388

Value Of Returning Stock In Transit

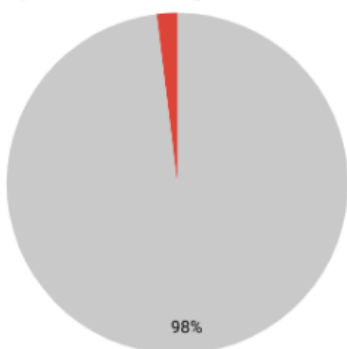
£10.61K

### Whole Business and UK/International Compared

International or UK	Orders	Orders With A Return %	Sales	Refunds	Sales Net Of Refunds	Items Sold	Items Returned	Item Return Rate	Financial Return Rate	Shipping Cost To Retailer	% Free Returns	Net Cost Of Returns
International	15,657	52.7%	£781,099	366,996	414,103	43,207	13,560	31.4%	47.0%	£113,520	30.1%	£32,681
United Kingdom	9,277	55.9%	£345,160	174,933	170,227	19,203	6,584	34.3%	50.7%	£51,365	28.9%	£12,790
Grand total	24,934	53.9%	£1,126,259	541,929	584,330	62,410	20,144	32.3%	48.1%	£164,885	29.7%	£45,471

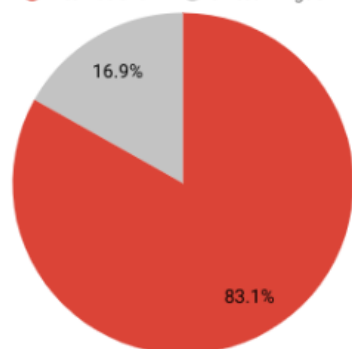
### % Of Refunds Where The Stock Is Still In Transit Back To Retailer

Return Received Return In Transit



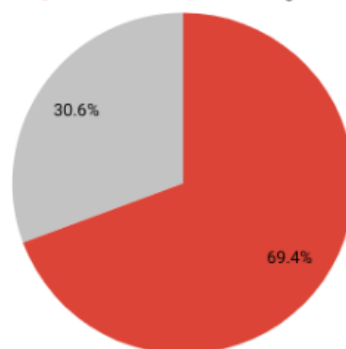
### % Of Value Of Stock Is Still In Transit, UK and International

International United Kingdom



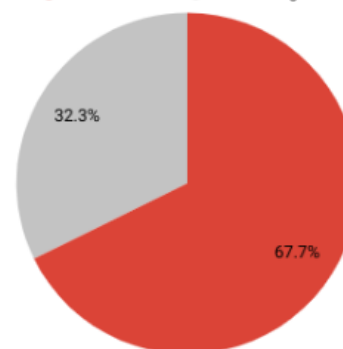
### % Of Sales, UK and International

International United Kingdom



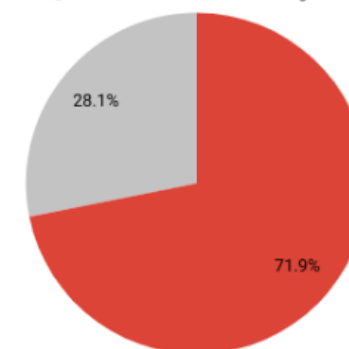
### % Of Refunds, UK and International

International United Kingdom



### Net Cost Of Returns, UK and International

International United Kingdom



# When you can focus you can act

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Return Rates Benchmark

Select date range



Benchmarking UK Categories	Item Return Rate %	IRR Benchmark %	% Point Difference From Benchmark	Financial Return Rate %	FRR Benchmark %	% Point Difference From Benchmark
Totes Emosh - All UK	34%	40%	-5%	51%	44%	7%
Workwear	32%	41%	-9%	41%	46%	-5%
Tops, Skirts, Trousers	28%	23%	5%	34%	25%	9%
Womens Fashion Brands	64%	59%	5%	57%	47%	10%
Womens Casual Brands	34%	36%	-2%	41%	42%	-1%
Womenswear Dresses	39%	42%	-3%	50%	48%	2%
Occasionwear	72%	70%	2%	58%	63%	-5%
Accessories	21%	24%	-3%	30%	31%	-1%
Lingerie	17%	21%	-4%	20%	25%	-5%
Shoes	27%	35%	-8%	30%	37%	-7%

