

10 Questions to Ask When Evaluating Returns Management Software

Prepared by  RETURNLOGIC



**Our research shows that by the 3rd
purchase**

40%

of your customers have made a return.
Give them a great experience.



Introduction:

When it comes to returns management solutions, there are a lot of options available. We created this list to give retailers a tool to help them evaluate options from an operational perspective.

It isn't enough to have a pretty Return Center. The solution you pick needs to help you deliver a world-class returns experience on both the front and back ends of the experience.

With these questions answered, you'll be equipped with all the information you need to make the best decision possible for your business.

Enjoy!

The ReturnLogic Growth Team



1. Can a shopper choose from the full catalog when making an exchange?

A return is an opportunity to retain and up-sell a shopper. To that end, you want to pick a solution that allows shoppers to choose from your full catalog when selecting their exchange item.

2. How are discounts and promotions handled?

Discounts are a great tool for sales, but they can make things complicated when products are returned. Ask if discounts are applied at the product or order level when evaluating options.





3. How are return rules handled to block certain products from being returned?

Some products should have different rules than the others. Any products marketed as "final sale" should have the option to have different rules applied in the return policy.

4. How are deductions and fees added to returns?

Sometimes you'll receive a return that is damaged or dirty. In this situation you'll want to make sure you can add a deduction to the RMA to account for the loss in product value.



5. How are customer service agents able to manually create returns?

Sometimes shoppers change their mind. Sometimes they have a question and need to speak with someone. Either way the ability to create an RMA for a customer that overrides returns rules empowers the team to treat customers right when special cases arise.



6. How does the Shopify integration work?

Here are a few helpful questions to ask: Will new products in Shopify automatically be added? Can products be easily restocked to Shopify? Can Shopify tags be used to block products from being returned? Can refunds be made through the Shopify payment gateway?





7. How can I see a log of internal activity on each return?

Returns create complex problems. When multiple people from different teams are involved in a return, it's important to have a log of internal activity so you can create accountability and measure productivity.

8. Are detailed returns reports and analytics available?

*You want to be able to run reports on three core areas of your returns process: **Product Reports**, **Customer Reports**, and **Operations Reports**. By monitoring each of these three elements you'll be able to commit as a team to constant improvement and continue to deliver a great customer experience.*





9. Are product dispositions or grades collected?

It's important to keep returned merchandise organized by grade so you lose as little value as possible from each return. Product dispositions help your warehouse team quickly set the grade and find the right area to store the returned items.

10. How much information can be collected on each return?

Returns are an invaluable source of information. You'll want to be able to collect Return Reasons, Return Comments, Return Photos, Return Status, Product Dispositions, Internal Team Notes, and more. This information will help you continue to improve and avoid future returns.



Conclusion:

As a direct-to-consumer brand, you swim with the sharks. The competition is fierce, but you need not fear. Technology allows you to get closer to the customer than ever before.

The first rule of marketing is to listen to customers and give them what they want. Selecting the right returns management solution will help you create a seamless returns experience for shoppers, collect vital product feedback, and optimize to better serve customers in the future.

The future is yours. We'd like to help you along the way. If you have any questions, don't hesitate to let us know!

Next Steps:



See Us in Action!

If you'd like to see how ReturnLogic can help you talk your returns game to the next level, head over to **ReturnLogic.com/demo** and pick the time that works best for you.