How to Design a Beautiful Returns Experience

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R RETURNLOGIC

Introduction:

Returns have truly become part of the ecommerce shopping experience.

Up to 40% of your shoppers will at some point return a product, and 96% of shoppers say they are more likely to buy again if the returns process is easy.

Here are 6 tips for better UI/UX in the customer returns process.

Enjoy!

The ReturnLogic Growth Team

1. Website Design

Customers are less likely to trust a brand with a poorly designed website, and the same is true in the returns process.

Make sure that your returns page is responsive, on brand, and mobile-friendly.

2. Easy to Find

Don't hide your returns page - Shoppers expect to find it in the footer, and will become skeptical if it is not readily accessible.

Try to minimize the number of clicks it takes to get to the returns page and start a return.

3. Build Confidence Early

Returns due to product quality or description can be highly detrimental to the customer relationship.

Provide ample details, images, descriptions, dimensions, and social proof to build confidence in shoppers.

4. Attention to Detail

Up to 40% of your shoppers will at some point go through the returns center, so it demands proper attention.

Plan out webpage design, return policies, and touch points to make the experience as seamless as possible.

The same attention you invest in selling your products should be seen in the returns experience.

5. Keep it Simple

The more complicated it is for shoppers to start a return, the less likely they are to opt for an exchange or shop again.

Make sure that your returns page is concise - remove excess text and other hurdles.

6. Go the Extra Mile

Strict return policies not only hurt the customer relationship in the case of a return, they can deter new shoppers, as well.

Shoppers are more likely to exchange or repurchase when they are treated well in the returns process.

Conclusion:

Returns are a natural part of ecommerce, and should be fully incorporated into the customer experience.

A better returns experience means happier shoppers, and more profitable outcomes for you.

With these tips, you can enhance the UI/UX of your returns process.

Next Steps:

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See Us in Action!

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