



Returns Optimization 101

Episode 5: Shifting away from Refunds



Desire to Push Exchanges

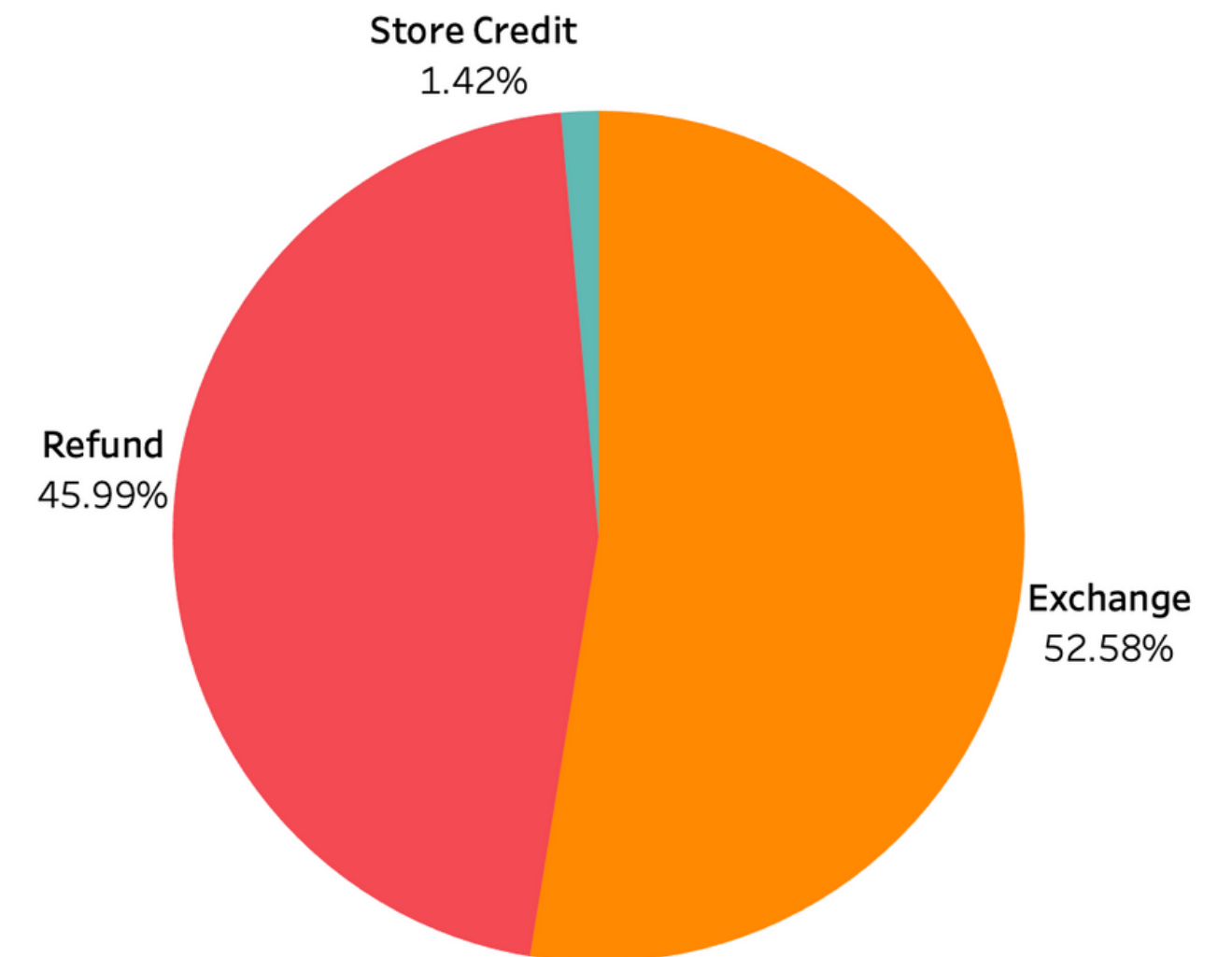
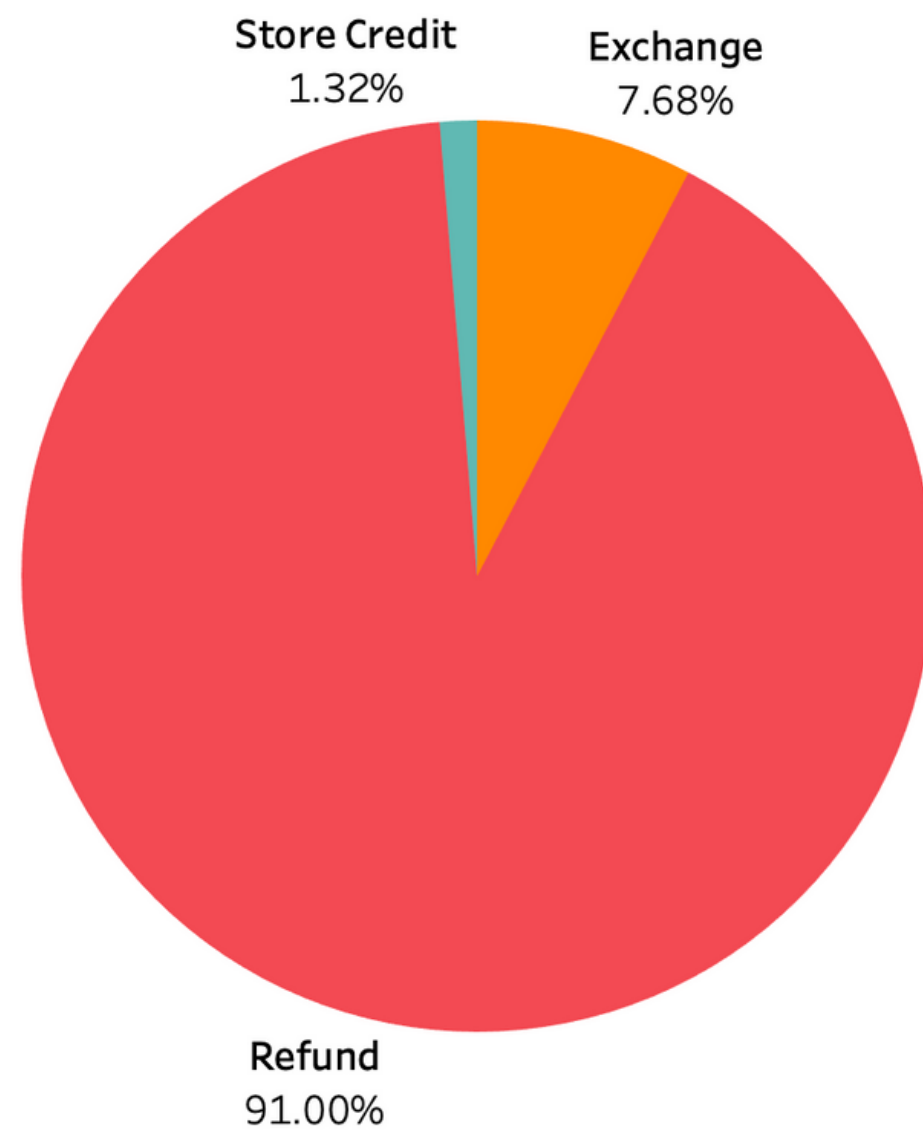
A lot of ecommerce retailers want less refunds and more exchanges

- Keeps cash in the company
- Potential for an up-sell
- Shopper still ends up with a product



Returns by Type

A lot of ecommerce retailers want less refunds and more exchanges



Insight from Candra

Candra is the lead UI/UX engineer at ReturnLogic

She emphasizes that a good returns experience, and the journey to an exchange, begins with trust and simplicity

Focus on the shopper returns decision



Website Design

Customers are less likely to trust a brand with a poorly designed website

The same is true for returns!

Candra Fried



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

Candra Fried



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



Attention to Detail

Up to one-third 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

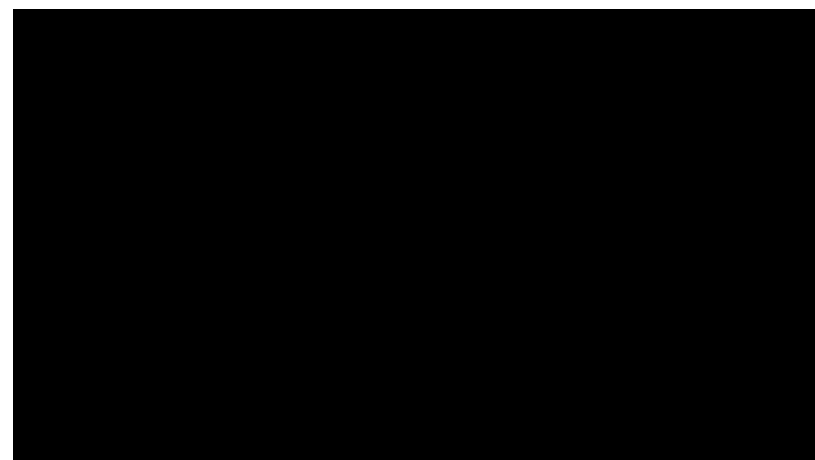
Candra Fried



Keep it Simple

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

The more complicated it is for shoppers, the more likely they are to opt for a refund



Go the Extra Mile

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

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



Return Types and Return Reasons

Another way to reduce refunds is by examining the interaction between return types and return reasons

If we address the return reasons that are associated with refunds, we will in turn lessen refunds

Only need an RMA Items report to do this

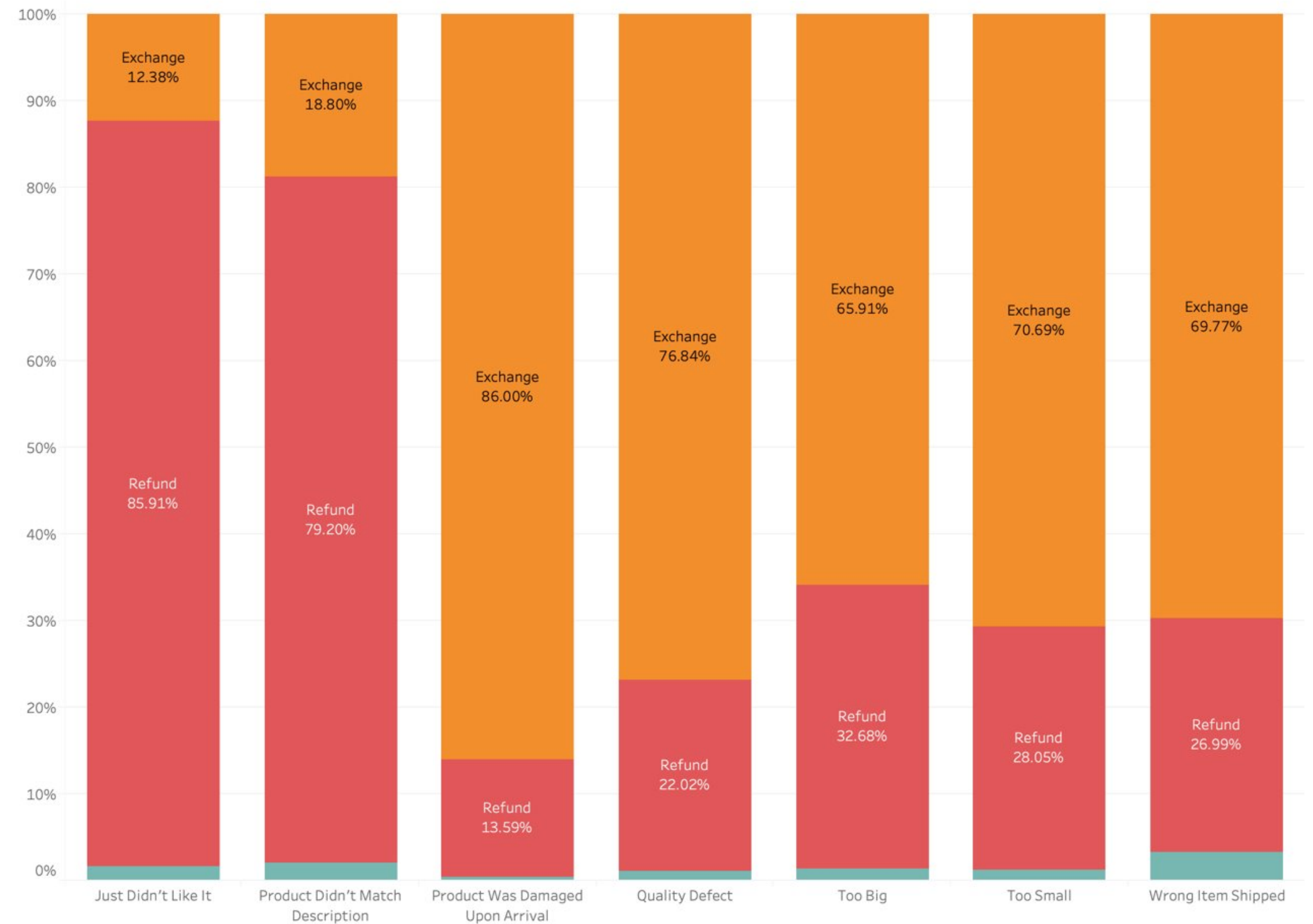
		Return Type	Return Reason
		Exchange	Too Big
	7/10/19 2:08 PM	Exchange	Just Didn't Like It
	5/20 9:29 PM	Exchange	Too Small
	7/10/19 2:08 PM	Exchange	Product Was Damaged Upon A
	11/22/19 7:22 AM	Exchange	Too Big
	7/8/19 7:31 PM	Refund	Just Didn't Like It
	11/22/19 7:22 AM	Exchange	Too Big
	11/7/19 1:06 AM	Exchange	Too Small
17	8/5/19 12:51 PM	Refund	Just Didn't Like It
46020	8/5/19 12:53 PM	Refund	Just Didn't Like It
352551	11/7/19 9:12 PM	Exchange	Too Small
619611	5/7/20 1:20 AM	Exchange	Just Didn't Like It
205939	6/30/19 5:12 PM	Refund	Too Small
582365	4/15/20 1:54 AM	Refund	Just Didn't Like It
200547	6/26/19 1:08 AM	Exchange	Too Small
587613	4/18/20 6:50 PM	Exchange	Just Didn't Like It
213908	7/8/19 7:37 PM	Exchange	Just Didn't Like It
219729	7/12/19 3:15 PM	Exchange	Too Small
209321	7/3/19 1:43 PM	Refund	Just Didn't Like It
375618	11/29/19 4:46 AM	Refund	Too Big
240795	7/30/19 7:11 PM	Refund	Just Didn't Like It
197868	6/24/19 1:54 PM	Refund	Too Big
375617	11/29/19 4:46 AM	Refund	Too Big
300484	9/20/19 12:39 PM	Refund	Too Small
249935	8/8/19 6:26 PM	Refund	Just Didn't Like It
209281	7/3/19 12:27 PM	Exchange	Too Big
246040	8/5/19 1:14 PM	Exchange	Product Was Damaged Upon A
588755	4/19/20 5:53 PM	Refund	Just Didn't Like It
204876	6/29/19 1:42 AM	Refund	Just Didn't Like It
205837	6/30/19 2:56 PM	Refund	Too Big
590740	4/20/20 10:02 PM	Refund	Too Small
98532	6/24/19 7:03 PM	Refund	Too Small
19	7/10/19 2:23 PM	Store Credit	Too Small
	6/27/19 8:10 PM	Refund	Just Didn't Like It
	6/21/19 6:20 PM	Exchange	Too Small
	6/28/19 5:03 PM	Exchange	
	7/08 PM	Exchange	



Return Types by Return Reason

There is a great deal of association between return reason and return type

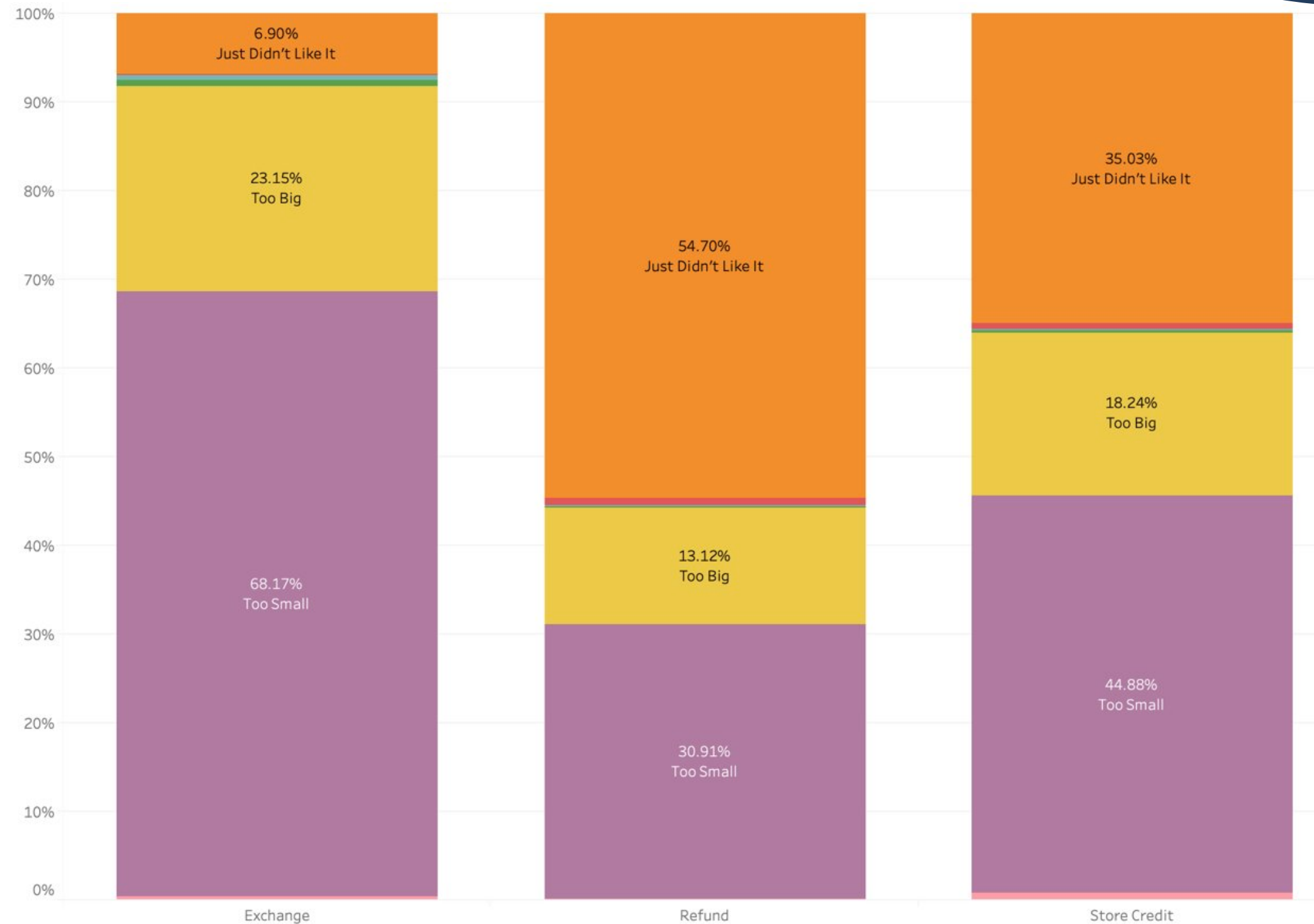
Return reason answers the “why” and return type answers the “how”



Return Reasons by Return Type

There is a great deal of association between return reason and return type

Return reason answers the “why” and return type answers the “how”



Key Takeaways

The road to an exchange begins with trust and simplicity

Return reason and return type are interrelated

Return reason answers the “why”
Return type answers the “how”





Returns optimization begins here.