



# Returns Optimization 101

Episode 8: Navigating Return Comments



# Value of Return Comments

Return comments may be the most valuable pieces of information that come with returns

Precise, open-ended feedback coming directly from shoppers





# Direct Insights

“Too high waisted for me - love the color and fit otherwise. These seemed high for mid-rise.”

“Last season’s items were just a little bit larger at the bust and waist and they fit perfectly. Everything I ordered this season is just small enough to make me uncomfortable.”

“Fit wasn’t too bad but the pockets made it look more bulky than I was hoping for. The picture doesn’t show the pockets.”



# Challenge of Return Comments

It can be extremely difficult to extract meaningful insights from return comments at scale...

“Coat is too thin for price point and certainly too thin for Michigan’s winter! It may wear well in 50-60 degree weather but not in 20 degree weather.”

“I am sad to be returning this beautiful blouse. The fabric and color are gorgeous. The fault lies in the cut of the blouse. The armholes aren’t deep enough. As a result, even though the blouse fits overall, it pulls across the chest when I move my arms.”

“I bought this coat to take for work travel. But it’s so wrinkled just from being shipped to me. The design is great, but you need to find a fabric that makes it more versatile.”

“I am quite disappointed in the consistency of these pants across the colors. I own the black and navy ones in size S, so I ordered the same size in olive. However, the fit of these pants are way off, and it’s much longer and smaller than my other two pairs.”

“Too big but also didn’t like the fit. This is more of a blazer than a jacket. Expecting something a bit more substantial. Also, product picture on dark colored items needs to be clearer and have more detail so that expectation are clear.”

“I am of two minds on these pants. The fabric is very nice and the overall fit up top is good to have in my closet yet the length is awkward. Too long to be ankle and not long enough to be a regular pant.”



# A Powerful Solution





# Key Takeaways

Return comments are a well of specific product feedback

However, it is difficult to extract value from open-ended comments at scale

The ideal solution combines the power to uncover and explore new issues, with the ability to research known concerns



# Related Resources



Should Your Shopify Returns Policy Require Comments?





Returns optimization begins here.