



Returns Optimization 101

Episode 9: Enhancing your Website



Information and Fulfillment

Success in the world of omnichannel retail depends on effective information and fulfillment



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<https://sloanreview.mit.edu/article/how-to-win-in-an-omnichannel-world/>



Information and Fulfillment with Returns

A return indicates that the expectation of the product or experience did not match reality

Disconnect somewhere between information and fulfillment



Information and Fulfillment with Returns

To optimize your returns, you can make improvements to the information, fulfillment, or both!

Information...

all the images, descriptions, and other details that represent a product

Fulfillment...

the tangible characteristics and experience of the product upon delivery



Information in Ecommerce

Website is the primary source of information for the shopper, but emails and ads are other common mediums

Website consists of product pages, including images, descriptions, size charts, model information, reviews, testimonials, and other details

Emails and ads contain images and copy that help form an expectation



Information in Ecommerce

Information should be:

- Consistent
- Accurate
- Comprehensive
- Simple



Consistent

You keep the voice and branding consistent from ad to website to product page

All descriptions and information about products should be consistent, as well



Accurate

Products can be a moving target in fashion / apparel

But congruence of information means nothing if the details are not accurate

Take notice if shoppers are highlighting product information issues in returns



Comprehensive

Mention all relevant aspects of the product in sufficient detail

Use your return reasons as a guide

For example...

- Size: describe the fit, size guide, dimensions, etc.
- Color: high quality images, swatches, etc.
- Didn't Like It: describe the ideal buyer and why they would love it



Simple

Be concise, and avoid excess filler text

Tailor the language to resonate with your customer base

But not at the expense of new shoppers



Key Takeaways

Good Information



Confident Decisions



More Sales & Less Returns



Related Resources



[Improve Your Shopify Site's UX with Returns Data](#)





Returns optimization begins here.