



Key ways to optimize returns, delivery and international shipping practices

1

Optimize returns for your business

- Make your returns policy easy to find
- Make returns as easy as you can
- Think about your bottom line
- Reduce returns
- Reassess as you grow

2

Optimize e-commerce delivery for your business

- Be upfront about delivery delays
- Provide a tracking number
- Create accurate shipping labels
- Ensure packages can be handled easily by automated shipping equipment
- Offer delivery preferences

3

Optimize international shipping for your business

- Know what you can and cannot ship abroad
- Learn about duties and taxes
- Fill out the customs form properly
- Think about your shipping rates