



Mastering your e-commerce operations

Our comprehensive *Mastering your e-commerce operations* e-book provides everything you need to optimize your workflow. **Chapter five covers returns**, which when done right can help build customer trust, confidence and loyalty. Make sure you're paying attention to these golden rules.



Returns



SHOW YOUR RETURNS POLICY UP FRONT

Returns are now a pre-purchase consideration, so don't give your customers a reason to leave your site.

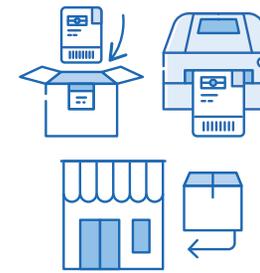
- Place the link to your returns policy page in an easy-to-find place on your site.
- Make your returns policy as affordable and convenient as possible, to build confidence.
- Ensure the policy itself is crystal clear since it can reduce calls to your customer service line.



MAKE RETURNS WORK FOR YOU, TOO

When done properly, returns can give you a competitive advantage.

- While returns by mail give your customers options no matter where they live, if you have a physical store, offering free returns there can get customers through the door and engaging with your products.
- 77% of shoppers will stop buying from a retailer after a bad returns experience.¹ By offering a customer-friendly returns process you can entice shoppers and build loyalty.
- Paying attention to returns and doing them right can help set you apart from the pack.



KNOW THE BEST OPTIONS FOR YOUR BUSINESS

There are different ways to offer returns. Do you know what's best for your business?

- A label in the box is easiest for your customers and it offers the best experience, helping to build loyalty and encourage repeat purchases.
- An on-demand label will get your customers to interact with you, which can potentially provide you with more data insights.



THINK STRATEGICALLY ABOUT COSTS

Customers love free returns, but if it's not feasible, consider compromises (30% of shoppers are willing to pay for returns if the cost is reasonable). For instance, you can:

- Implement a flat or discounted shipping rate for returns.
- Charge a re-stocking fee that will help you offset costs.
- Offer a credit toward a future purchase to customers who have paid for a return.



To learn more about how to create a win-win returns strategy, head to canadapost.ca/winwinreturns to download our guide *Create a win-win e-commerce returns strategy*.



Head to canadapost.ca/ecomoperations to download our e-book, *Mastering your e-commerce operations: How to optimize every stage of your workflow – and satisfy customers*.