

Get returns savvy



While keeping your return rate in check is important for your bottom line, so is providing a solid returns experience. With more and more purchases taking place online, you need to ensure you are offering a best-in-class experience across the purchase journey to attract and retain customers, including returns. Here's what you need to know to maximize your returns strategy:

1. Review your returns policy often

 **37%** of online shoppers have returned items in 2019, up by 6% from 2018

 **50%** of online shoppers will choose the retailer who offers the better returns policy

2. Boost conversion and drive loyalty with returns

Conversion

 **62%** of online shoppers abandoned a cart or avoided a retailer over concerns with their returns policy

Loyalty

 **79%** will stop shopping at a retailer after a bad returns experience

Tip! Have a clear, simple and convenient return policy posted upfront on your website to increase your conversion rate, build trust and encourage shoppers to come back.

3. Evaluate your returns experience – is it ideal?

66% want free return shipping

28% want a return label included with their purchase

36% want to be refunded quickly

27% want a “no questions asked” returns policy

Tip! Don't forget the management side! Returns touch many parts of your business such as customer service and supply chain management. Make sure your operations are set up to provide a seamless returns experience.

4. Keep your returns rate in check by addressing common concerns



Reason #1 – “My purchase didn't fit me”

37% of returns

Solution: Provide size recommendations based on shopper measurements and show clothing on different sized models



Reason #3 – “The item was defective”

20% of returns

Solution: Prior to shipping, double-check the quality of any item being shipped and consider better packaging to prevent damage



Reason #2 – “I changed my mind after purchase”

23% of returns

Solution: Prior to shipping, allow orders to be easily changed or cancelled for a period of time after the order is placed



Reason #4 – “The retailer shipped the wrong product”

18% of returns

Solution: Implement a process to check order accuracy before shipping the order

Summing it up! Make sure your return policy includes what customers care most about:

Who's responsible for the shipping costs?

How to return the purchase (in-store or by mail)?

What is the return window?

How and when will they receive the refund?

Canada Post can help

Returns can be complex. Label in the box or on demand? Turnkey or tailor-made solution? Canada Post has developed the most customizable and flexible suite of returns solutions in the market.

To learn more, talk to one of our returns experts or download our Returns guide today at canadapost.ca/ecomreturns.