

Returns Peak Season Checklist

Here are 6 practical questions that help you determine how well prepared your return operation is to handle peak season this year. Go through the checklist and discover practical tips and suggestions that can help you improve your returns solution.

1. ARE YOUR PRODUCT PHOTOS AND DESCRIPTIONS CLEAR AND ACCURATE?

REDUCE ERRORS. Models showing products, consumer reviews, comparison size guides... The richer your media experience, the more you help potential shoppers visualize the product better and make a good purchase decision. When products meet expectations, returns are minimized.



GOOD QUALITY PHOTO AND ACCURATE DESCRIPTION

2. ARE YOUR ITEMS PACKED & SHIPPED SECURELY?

PREVENT DAMAGES. Another common reason for returns: orders get damaged in transit. Your warehouse needs an efficient process for selecting the correct size and reinforced box, use of appropriate protective packing materials such as bubble wrap and the application of fragile labels or 'handle with care' notices, when necessary.



SECURE PACKAGING

3. IS YOUR RETURNS POLICY CLEARLY COMMUNICATED?

PREVENT CONFUSION. Many consumers determine their purchasing decision based on the returns policy. Therefore, make it easy to find and easy to understand. Make sure to include: How long a customer has to return an item, who pays for the return shipping, and when a customer can expect to receive their refund (more about that later).



CLEAR RETURNS POLICY

4. DO YOU PROVIDE CONVENIENT RETURN OPTIONS?

NO ROOM FOR FRUSTRATION.

Although it may sound counterintuitive, you should make returning a product as easy as possible. Think about the initiation via a returns portal behind your website, including a return label with each order - or going paperless, and offering various ways to drop off the product or even get it picked up. A positive return experience will go a long way.



CONVENIENT RETURN OPTIONS

5. DO YOU KEEP YOUR CONSUMERS INFORMED?

REDUCE INSECURITY. Don't go dark on your returning consumers. Just like they want to be kept in the loop when they anticipate the arrival of their purchase, they also want to be reassured that the item they returned is in good hands and that they will get their money back soon.



TRACK & TRACE NOTIFICATIONS

6. DO YOU REFUND AS QUICKLY AS POSSIBLE?

DON'T TEMPT PATIENCE. There is no need to wait with issuing a refund until a returned item has arrived at your central distribution center. With the right setup, you can issue a refund as soon as the product is received by a carrier or at the local returns center. This works both ways. First of all, it allows customers to quickly use their money again. At the same time, it allows you to better monitor the stock and put items back on sale quickly, without having to answer many customer service calls from shoppers regarding their refund.



RAPID REFUND



A WELL-ORGANIZED JOURNEY FOR EFFICIENT RETURNS DURING PEAK SEASON.

During peak season, it's going to be all hands on deck. Do you think your return process still needs some improvement? Get in touch and we'll advise you how to get in better shape before it's too late.

ReBound. Leading specialist in organizing and optimizing global returns.

Get in touch today!
www.reboundreturns.com

