5 Marketing Tips
For Recovering The Cost of Returns From Consumers

& Boost retention rates ♥

ReturnHelper

Introduction

Dealing with product returns is arguably the most unappealing aspect of running an e-commerce business, yet it is a problem that all e-commerce sellers must face. While all sellers have a common wish to reduce the volume and cost of returns, when they expand their e-commerce business, it is also an essential task for all sellers to think about how to deal with returns efficiently and adjust their operations accordingly.

For instance, it may be a good idea for sellers to use returns as a new opportunity to improve the consumer shopping experience through a good returns experience, to give returned goods a new life through recommences plalorms, to adjust and optimize their operations through returns statistics, to reduce returns through marketing techniques ..... and so on.

Through this guide, Return Helper hopes to help sellers to minimize their return expenses through good return policies and marketing techniques!

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Why are *returns policies* so critical?

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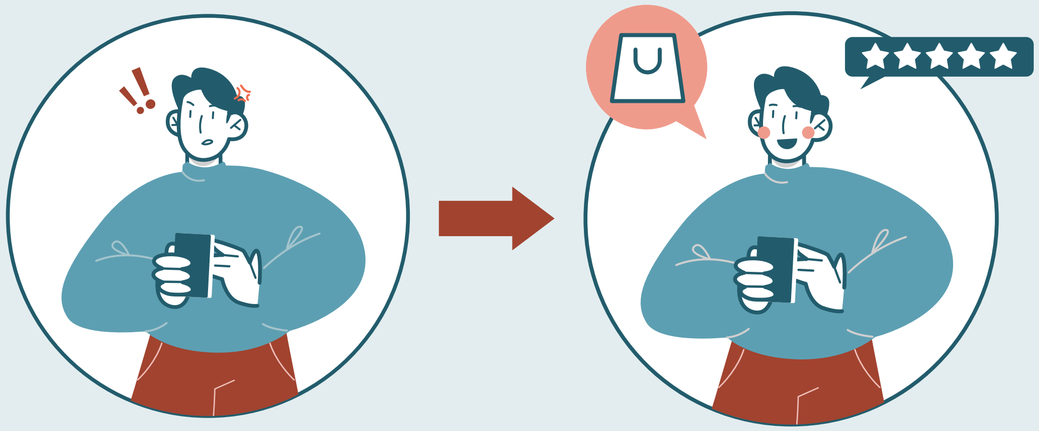
91%

According to a survey in the US, 91% of consumers believe that a good return policy will make them want to buy again, so having a well-designed return policy can help retain online shoppers and generate repeat purchases!



In the age of e-commerce, many online consumers cannot see or touch the actual product before they buy it. Therefore, they are likely to return it if their expectations are not met when they receive it. This is why many e-commerce sites must ensure that their return policies are clear and do not deter consumers from placing an order. For example, if a brand can offer a 30-day return guarantee for dissatisfaction, this will help consumers to feel more comfortable at placing an order.

Return policies such as 'satisfaction and money-back guarantee have always been a common marketing practice, in addition to the brand's confidence in its products.

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Source: FreePrivacyPolicy.com, archive.nytimes.com, sendcloud.com

What are some benefits of a *good return policy* for your e-commerce business?

Here are six key benefits —

①Builds consumer trust

②Increases sales opportunities and attracts new consumers

③Fulfills consumer expectations

④Save time for brands and consumers

⑤Increase the sense of brand professionalism

⑥Reduce fraudulent returns

Source: FreePrivacyPolicy.com, archive.nytimes.com, sendcloud.com

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6 Benefits of a *Good Return Policy* for E-Commerce Business

①*Builds consumer trust*

Consumers expect to see a clear return policy when they shop; this increases their sense of security, trust, and the likelihood of shopping with your online shop.

②*Increases sales opportunities and attracts new consumers*

Have you ever thought that a good return policy could be your marketing tool? According to a Narvar consumer survey, 49% of consumers 'positively' acknowledge a brand's return policy. The better the return policy is for the consumer, the better the chances of increasing sales, as it shows the brand's confidence in the quality of the product. Rather than seeing returns as a crisis, why not treat generous return policies as an incentive for potential consumers to make a purchase?

③*Fulfills consumer expectations*

When return policies are clear, they are more likely to match consumer expectations and can reduce many unnecessary misunderstandings and communication risks. For example, an apparel company could state in its return policy that intimate apparel such as underwear, panties, and socks are hygiene items that cannot be returned after purchase.

Source: FreePrivacyPolicy.com, archive.nytimes.com, sendcloud.com

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6 Benefits of a *Good Return Policy* for E-Commerce Business

④*Save time for brands and consumers*

If the return policy is unclear, consumers will need to contact the brand to enquire about the returns policy, which will not only increase the workload of the brand's customer service staff but also create a hassle for consumers who wish to switch their purchases somewhere else. The best way to avoid this is to provide complete information on the return policy.

⑤*Increase the sense of brand professionalism*

A well-designed and detailed returns policy shows that the brand takes returns and the consumer experience seriously.

⑥*Reduce fraudulent returns*

Brands can indicate in their return policy that they will track consumer returns and that if a consumer is found to be a frequent returner, the brand has the right not to offer the purchase to avoid such behavior.

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Source: FreePrivacyPolicy.com, archive.nytimes.com, sendcloud.com

Summary

By looking at the excellent refund policies around the world, it is easy to see that these policies can also be part of increasing customer reach and optimizing sales, with the return policy clearly stating the duties and responsibilities of both parties to avoid misunderstandings and disagreements.

A detailed returns policy allows the customer to find the answers to their returns on their own, saving the brand the time and cost of customer service responses.

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CH.2

Interpreting returns statistics to improve e-commerce operations

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Using returns statistics to optimize operations

Generally speaking, product returns can be a problem for brands, but if you can use *return statistics* well, it can *help optimize your business*.

① *Improve product descriptions through returns statistics*

Return statistics are a vital indicator for e-commerce businesses. Consumers often do not get enough of a physical product experience when shopping online, so you can rely on the reason for the return of an item (e.g., not the right size, etc.) to understand whether the online shop is not describing the product in adequate detail, and hence the reason for the return.

② *Ranking the reasons for returns to optimize products*

When an item is not selling well or is lagging in sales, it is essential to compile a list of common reasons for returns and classify them such as different colors, different sizes, damaged goods, etc., you can identify the main reasons why the item is being returned frequently in the market and remedy them.

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Source: Returnlogic.com, Clickpost.ai, Packagex.io

Using returns statistics to optimize operations

③ *Analysis of consumers through return statistics*

For example, if a consumer buys three different types of clothes, A, B, and C, and then returns A, the brand will have a better understanding of the consumer's preferences or the type of clothes that fit better and will be able to promote similar items in future marketing messages and provide personalized marketing advice.

④ *Segmentation through return statistics*

From return statistics, you can also separate and classify consumers according to type, preference, age, gender, etc.
For example, you can tell the number of returns from the number of purchases and returns and further identify whether the customer is loyal. However, Suppose the repeat purchase rate is high, and the return rate is also high. In that case, you can send a marketing questionnaire to learn more about why the consumer often returns the product. Finally, if you can offer a discount or a gift on your next purchase for filling out the questionnaire, you can also increase the brand's popularity among consumers.

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Source: Returnlogic.com, Clickpost.ai, Packagex.io

CH.3

Five marketing tips for recovering the cost of returns from consumers

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Top 5 Marketing Tips

Recovering the cost of e-commerce return goods

The previous section discussed the advantages of having a good returns policy and how brands can use returns statistics to optimize their business strategy. In this last chapter, we'll want to share with brands some marketing techniques that can be used to win back consumers who return goods. And hope these tactics can reduce the cost of returns, creating goodwill and *increasing repeat purchase rates.*

Often when marketing techniques are mentioned, they are immediately thought of as a way to improve sales and drive leads, but in fact, *they can also be a powerful tool for saving return expenses.*

① Remove ***repeated returners*** from your marketing campaign

For consumers who consistently return products, we recommend that brands remove their contact information from marketing channels such as EDMs and SMS contacts to ensure that future offers are not delivered to them, thus *avoiding the risk of repeat returns.*

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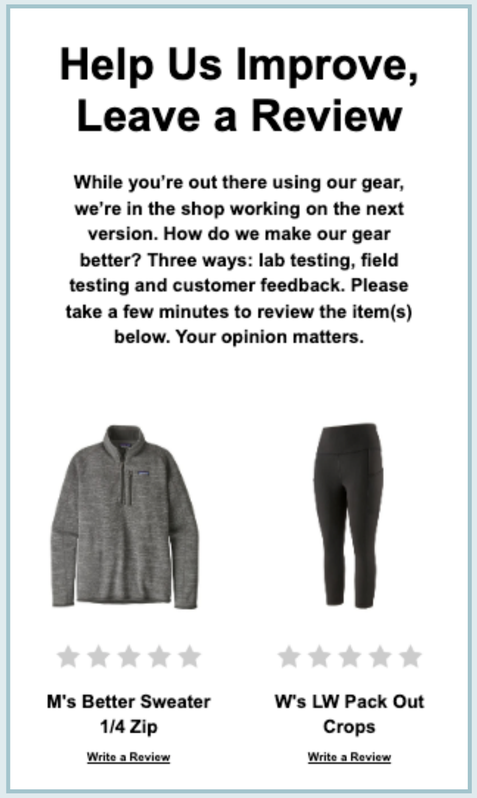
Source: Influencermarketinghub.com

Top 5 Marketing Tips
Recovering the cost of e-commerce return goods

② Offer special offers to loyal ***customers who seldom return products.***

Brands can offer special offers to reward loyal customers, such as early bird offers, first-come-first- served offers, free shipping, and other exclusive offers, *to strengthen consumers' loyalty and goodwill toward the brand.*



③ Invite consumers who have not returned products to ***provide product feedback***

Suppose a consumer has not returned a product after the return period. In that case, it means they are probably satisfied with the product they have bought, so brands can identify this group of consumers and invite them to provide feedback on the products, which will *give them a better chance of collecting good feedback and giving consumers who are still holding out have more confidence to buy your products.*

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Source: Influencermarketinghub.com

Top 5 Marketing Tips

Recovering the cost of e-commerce return goods

④ Offer discounts for ***first-time returners*** on their next purchase

When a consumer returns a product for the first time, the brand can offer a discount on the next purchase if the return is made for the right reasons and with the correct behavior, thus leaving a good impression on the consumer and increasing their likelihood to repurchase.

⑤ Help consumers ***find the right product*** for their next purchase

Brands can help consumers find the right product for their next purchase based on the reason for their return. For example, if a consumer returns a product because it is not the right size, the brand can provide customer service channels, photos of the product, etc. If the reason for the return is that the product arrived damaged, the brand can offer a discount on the next purchase in addition to a replacement. If brands can effectively link the resources and assistance required for each reason for return, they can offer better-customized marketing offers to create a better return experience.

Source: Influencermarketinghub.com

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Global e-commerce return management solutions

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