



BOOST SHOPPER LOYALTY THROUGH BETTER RETURNS



INMAR
intelligence

COMMERCE ACCELERATED.

TABLE OF CONTENTS

Creating an Optimal Delivery Experience 03

Product Returns — The Thorn in Your Side 04

It's not all Gloom and Doom 05

Catering to Empowered Consumers 06

Establishing a New Standard 08





REDEFINING THE RULES

Originally, traditional merchants could differentiate their banners through the in-store shopping experience, location and price. But the online marketplace continues to redefine the rules of shopper engagement.


According to a recent survey of marketing leaders conducted by Gartner, Inc., the customer experience (CX) has become the best and most important way for omnichannel and pure-play e-commerce retailers to stand out.



CREATING AN OPTIMAL DELIVERY EXPERIENCE

Once a shopper clicks “order,” your post-purchase experience opportunities begin. The first set is engaging them through order confirmation, order status, projected delivery dates, etc. Best-in-class delivery experience platforms use predictive analytics to identify and communicate potential order issues and automatically send status updates. Equally effective solutions might include multimodal carrier connectivity, complete order visibility and workflow automation — saving merchants and carriers time and money while streamlining internal operations.

When order disruptions occur, experience-driven companies use their enhanced visibility to quickly identify the sources. They root out variables that negatively influence operating capacity across their supply chain — and address them.



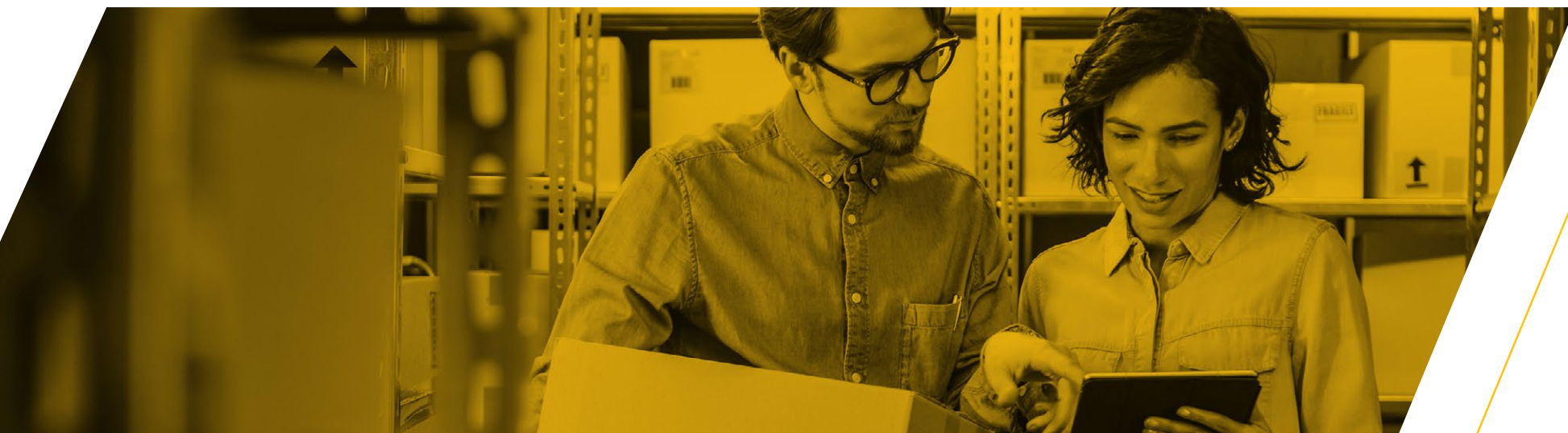
Exceeding delivery expectations and providing tailored order updates is one of the fastest ways to convert a first-time buyer to a loyal shopper. Maybe even a brand ambassador.

PRODUCT RETURNS— THE THORN IN YOUR SIDE

Providing the optimal returns experience can be more challenging than the delivery experience simply because it's more complex. Supply chains — even extended value chains — typically focus on the movement of bulk outbound goods. Returns are often an afterthought. Therefore, they're frequently managed through retrofitted order management, distribution and/or warehouse management systems. These “home-grown” approaches might've been enough when pre-pandemic online sales were 2-5% of a merchant's total volume, but that's changed. In addition to having inadequate systems in place, merchants had difficulty tracking exchanges, credits and refunds. Plus, returns-related data, particularly costs and inventory, were buried in different systems. When the returned goods backlog

begins to interfere with forward logistics, that's typically when operations start to grasp and dig into returns-related challenges.

The pandemic and its supply chain issues caused dramatic shifts in shopper behavior, like hoarding and bracket purchasing. But when the crisis subsided, these behaviors remained. According to the National Retail Federation, the growth of returned goods from online purchases is outpacing that of online sales by nearly 5x. And according to Appriss Retail and Incisiv, return rates are outpacing revenues for 91% of retailers.



IT'S NOT ALL GLOOM AND DOOM

Enter frictionless returns. Providing this experience is essential since, in most categories, shoppers with the highest number of returns are also a merchant's most valued customers.

Frictionless returns offer trading partners the perfect opportunity to drive engagement and loyalty while benefiting from the service recovery paradox. Conversely, merchants not capitalizing on the returns experience are at great risk, considering Convey/project44 found more than 80% of customers will not return to a retailer after a single poor delivery or returns experience.



CATERING TO EMPOWERED CONSUMERS

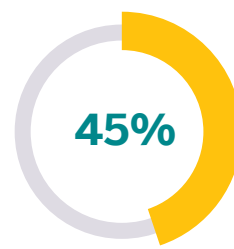
You optimize the post-purchase experience by understanding the shopper's wants, needs and desires. Inmar Intelligence recently conducted a shopper survey that provided the following insights:



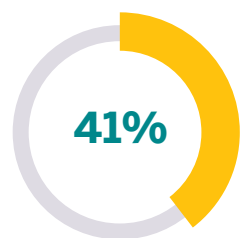
of respondents said online and omnichannel retailers needed to improve their returns practices



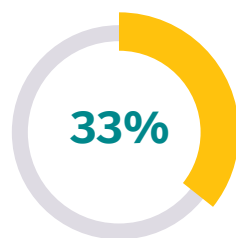
of shoppers preferred to return their items in-store



indicated "ease and convenience of returns" as their most important consideration



wanted better tracking and improved communications



wanted flexible return options, i.e., using QR codes instead of printing shipping labels and having more choices to drop off their returned goods



wanted faster refunds



ESTABLISHING A NEW STANDARD

The data is clear. Optimizing the post-purchase experience is the industry's new measure for effective competitive positioning. Savvy merchants and carriers will continue to expand the number of pick up and drop off (PUDO) locations, as well, making it more convenient for shoppers to receive new orders and/or drop off returns. Retailers and carriers who embrace this new standard will be able to leverage these expanded capabilities — increasing shopper loyalty, improving last-mile logistics and growing foot traffic in physical stores. A win for merchants and shoppers alike.



ABOUT US

Inmar Intelligence is a leading applied data platform company. Through curiosity and the intelligent use of data and technology, we make businesses smarter to improve consumers' lives. As a trusted partner to brands and retailers for over 40 years, we design, build and operate reliable, dynamic, post-purchase solutions that not only protect the planet but create greater efficiencies and enable connections that unlock the potential of sophisticated marketplaces and create better shopper experiences.

For more information about Inmar
visit [INMAR.COM](https://www.inmar.com) or call (866)440-6917



GET IN TOUCH

Commerce Accelerated.™