

Returns Readiness Checklist

For retailers, the 2020 holiday season will pose a new set of unique challenges. Between store closures and safety concerns related to COVID-19, a shift to e-commerce this holiday season will likely lead to significantly higher return rates in January—up to **3x more than brick and mortar purchases**¹.

Spending time planning for holiday returns now can have a significant impact on your customer experience, your supply chain, and your ability to turn holiday returns into repurchases.

We've put together this **Returns Readiness checklist** to help you

- Improve your customer's experience
- Grow topline revenue
- Reduce operational costs

¹Holiday Sales Will Break \$1 Trillion This Year, Meaning Retailers Must Also Prepare For Record-Breaking Returns | Forbes (2019)

THE RETURNS READINESS CHECKLIST

- Offer customers a self-service returns portal for convenience and automation
- Provide built-in incentives to drive repurchases, delight customers and grow CLV
- Deploy techniques to re-engage returning customers to get them to shop more
- Outsource returns processing to relieve pressure off supply chain and avoid disruptions and delays
- Leverage data and analytics for actionable insights to inform key business decisions and new opportunities
- Utilize drop shipping for returns to drive full-price sales
- Tap into resale channels to maximize sell-through and recovery

Optoro's Complete Returns Solution

Returns Experience

A returns portal that offers one-of-a-kind instant credit functionality resulting in:

- 91/100 CSAT
- 3x more sales saved
- 32% lift in Average Order Value
- 64% of credit repurchases captured after the return session

Source: Optoro + Returnly Client Performance Data & Analytics (2019/2020)

Returns Management

Specialized returns technology and outsourced or insourced processing to streamline your supply chain.

- Full supply chain flexibility and agility during a high risk time period
- Reduced logistics costs via turnkey drop shipping for returns
- Increased profitability with automated routing

ReCommerce

Turnkey B2B and D2C secondary channels to resell your returns at the highest value.

- Maximize sell-through and recovery
- Relieve space prior to and during holiday
- Provide additional margin and outlets post-holiday as returns surge

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