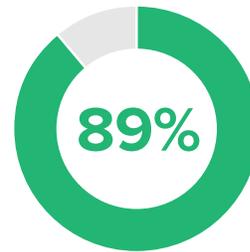


How Your Returns Experience Can Make or Break Customer Loyalty

Returns Trendspotting | Spring 2021

Now more than ever, a good returns experience is critical for attracting and retaining a loyal customer base. In fact, many consumers begin their purchases with the end in mind.

Even for those who don't consider returns before they buy, the effort required to return items when things don't work out can negatively affect their overall experience. Consumers are increasingly accustomed to convenience, and they rank certain returns options highly across the board.



of consumers check return policies before making a purchase¹

HOW COULD A RETAILER IMPROVE A NEGATIVE RETURNS EXPERIENCE?



So, what happens when retailers offer a returns experience that fulfills, and even exceeds, customers' needs? They can create a culture of **"Loyalists."**

Loyalists return merchandise undamaged and on-time, enabling retailers to quickly restock and remarket returned items. And Loyalists aren't just great at returning, they're great at spending, too.



Loyalist Returners account for 39% of a brand's revenue.³

To create an ideal returns experience, retailers need to be attuned to what separates the good from the great in the eyes of their customers. Fortunately, we're here to help do the hard work for you. Check out Optoro's upcoming data report, 2021 Trends: What Makes a Great Returns Experience, for insights from more than 3,200 consumers on what they're seeking for an ideal returns experience.

[SIGN UP TO RECEIVE THE REPORT](#)



Optoro is the leading provider of returns technology for retailers and brands, using data and real-time decision making to make returns better for customers, retailers and the planet. From an easy, online customer returns portal to warehouse processing and resale, we offer powerful solutions to improve outcomes across all points in the returns process. Retailers and brands — including Best Buy, Ikea, Target and Staples — trust Optoro’s solution to make returns a strategic advantage for their business and enable sustainability initiatives across their supply chain.

Learn more about Optoro’s solutions at www.optoro.com



Returnly is the leading provider of digital return experiences for direct-to-consumer brands. Returnly is the only return solution that lets customers get the right item before returning the wrong one. The result is a world-class shopping experience with an average consumer satisfaction score (CSAT) of 91%. Returnly has also developed a turn-key solution around its financial technology that includes returns management tools as well as hosted and fully brandable end-customer touchpoints like package tracking, online returns and exchanges and Green Returns.

To learn more about Returnly’s solutions, please visit www.returnly.com

- 1 Retail Returns and the Consumer Experience: Leveraging Returns as a Competitive Advantage | Optoro | 2018
- 2 2021 Trends: What Makes a Great Returns Experience | Optoro | 2021
- 3 Returnly’s 2020 State of Returns Report