

5 ways better Returns Management can increase profitability



- Turn returns into profits with Blue Yonder's Returns Management solutions. **And improve customer satisfaction, staff efficiency and sustainability as an added bonus!**

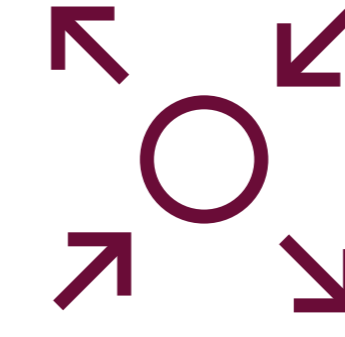
01 Use the returns data to lose fewer sales

One of the most effective ways to make more money is to lose less. So, it's obvious that every retailer wants to minimize return rates. With Blue Yonder's Returns Management, retailers can reduce their overall return rate by using previously untapped return journey data and insight to make better strategic decisions. Our returns solution captures valuable information like the reason for return, item condition, and customer data at the point when a customer registers a return.

This data can then fuel strategic decisions that help reduce return rates in future. For example, if an item is frequently returned because of sizing issues, updating the sizing information on the product listing will prevent future returns. If an item is prone to damage, a change to packaging or packing process could be key to reducing returns in future. And by reducing the returns, we're increasing the revenue alongside the customer's satisfaction, efficiency and sustainability of the sale.



Gather and analyze accurate returns data



Pinpoint & fix product and process issues



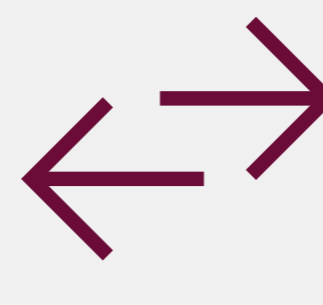
Prevent returns at the source

02 No one size fits all – make it work for you

Many retailers have a one-size-fits-all approach to returns. That means in-season items in perfect condition waiting for the same amount of time as damaged or unsaleable products, going to the same locations and being manually sorted out.

Blue Yonder's Returns Management allows retailers to customize rules and workflows based on the item type, reason code, or customer profile using the data captured throughout the order and returns journey.

For example, popular items can be directed straight back to store for quick resell or damaged items can be sent straight for repair or disposal. This not only maximizes the chance of resale at full price but cuts down transport and processing costs.



Adapt the returns journey to your specific needs



Process items faster and more directly

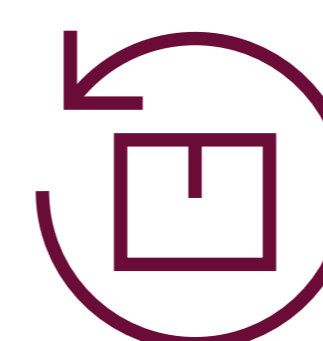


Reduce transportation and logistics costs

03 Avoid money being lost through fraudulent returns

One increasing driver of returns costs is customers abusing returns policies and committing returns fraud. According to the National Retail Federation, **13.7% of returns were fraudulent in 2023** – equating to a total loss of \$101 billion.

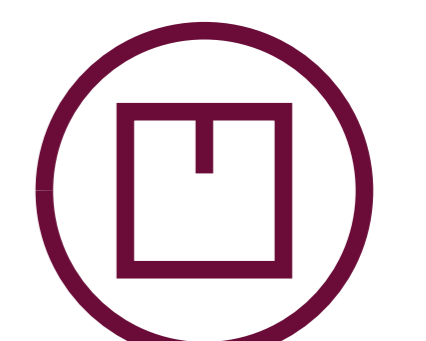
With Blue Yonder's Returns Management solution, retailers can prevent items being returned that are outside the returns window or out of policy, stopping policy abuse from the outset. What's more, the warehousing team have a heads up of what each return package should contain and the condition it should arrive in. So, if something isn't right, it can be immediately flagged, and the refund withheld until the situation is resolved.



Identify and manage problematic returns



Prevent out-of-policy returns before they begin



Immediately act on fraudulent returns

04 Get returned items quickly back on sale

A smart returns solution allows for more effective returns processing and inventory management. Warehousing teams can quickly identify and disposition returned stock for resale, wash, repair and disposal – meaning no more piles of stock left in the warehouse waiting to be sorted.

Knowing what's coming back and why allows for faster restocking decisions, allowing retailers to prioritize items more likely to be resold and increase the chance of recapturing revenue.



Prioritize items most likely to resell



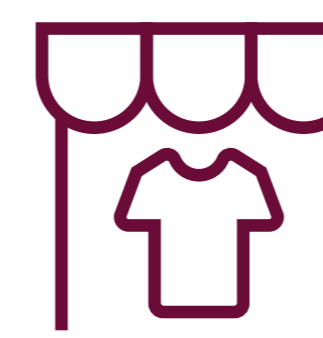
Gain insights & control over inventory



Recapture lost revenue by maximizing resale potential

05 Increase store footfall and impulse purchases

Turn your own stores into returns hubs, increasing store footfall and providing upsell opportunities while customers are in-store. With Blue Yonder's Drop-Off Kiosks, customers can self-serve and drop off returns in as little as 60 seconds without burdening staff or increasing queue times. And of course it reduces your transport costs and increases sustainability credentials at the same time.



Boost revenue recovery by driving store visits



Increase upsell and impulse purchases



Reduce transportation costs

- Creating the solution to fit your needs

At Blue Yonder, we work with our customers to create the right returns solution for your needs, using our flexible architecture to pull in the components that address your specific challenges. Whatever your goal, Blue Yonder can help you deliver value across the whole returns journey, finding ways to help you cut costs but drive profitability, customer happiness and efficiency all through the process.

Find out more about our Returns Management solutions, [or get in touch](#) to discover how we can help your business tackle returns.

Find out more [→](#)

