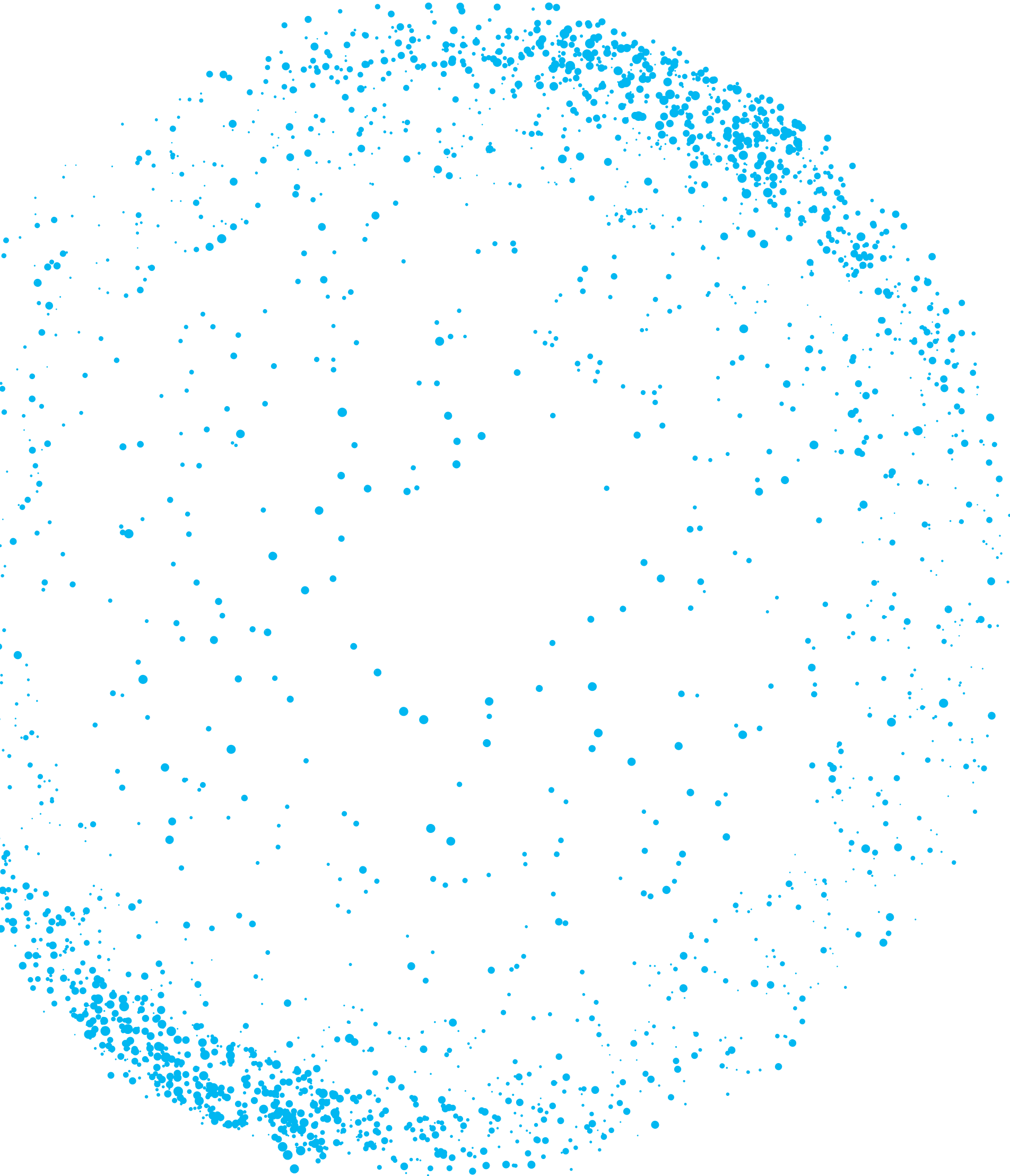


From click to refund

A seamless returns journey. Simplify your operations, reduce costs and elevate the customer experience at every touchpoint.





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02 AI-driven returns decisioning

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04 Store Returns

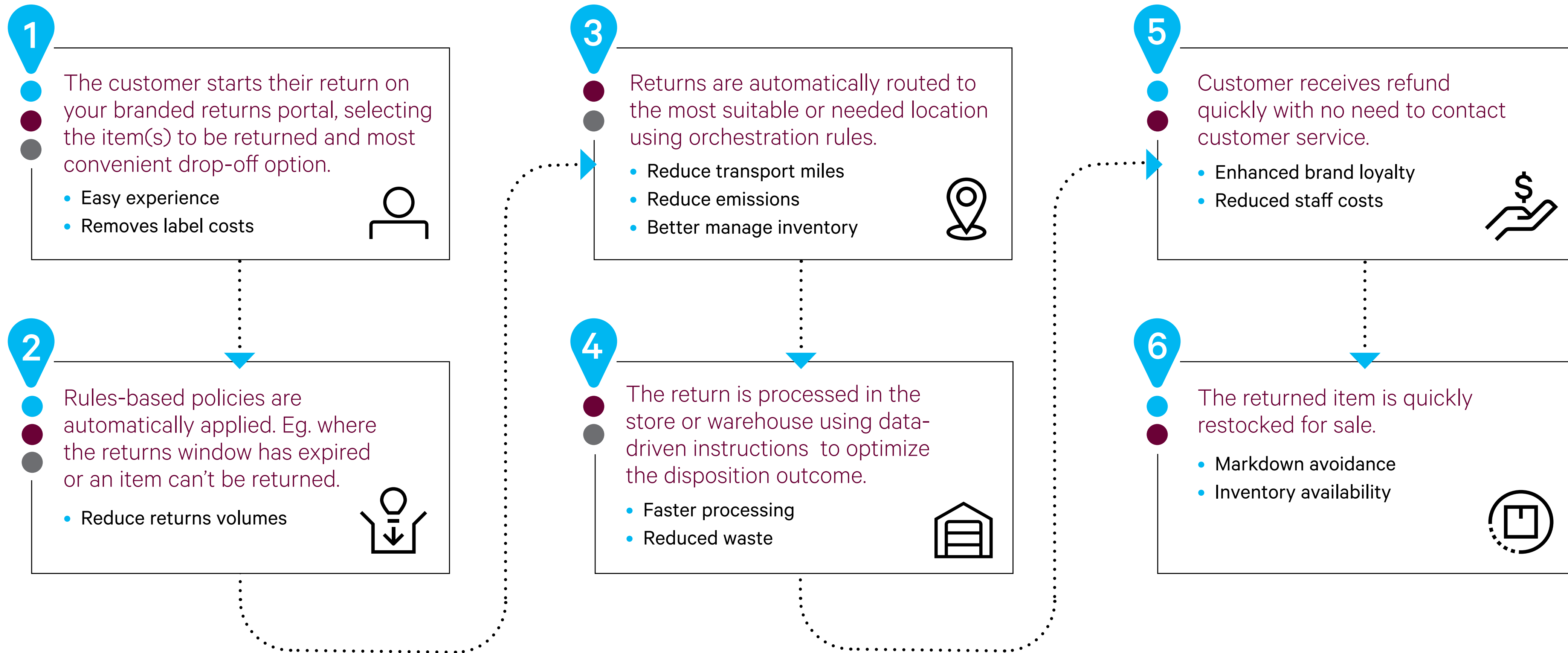
05 Warehouse Returns

06 Drop-off Kiosks

07 Get in touch

From click to refund— A seamless returns journey

Streamline your operations, reduce costs, optimize your inventory and elevate the customer experience at every touchpoint.



BENEFITS: ● Customer Experience ● Financial Performance ● Sustainability

AI-driven returns decisioning

Drive efficiency, increase revenue & boost customer satisfaction with data-powered optimization.

Customer loyalty is won or lost through returns

The returns experience has a massive impact on customer loyalty, as **60% of consumers are willing to leave a brand** over a bad customer experience, while **92% of customers will buy again if you get returns right**.

However, it's impossible to be efficient and please customers with a one-size-fits-all approach.

Returns are not all equal

To streamline operations and delight customers, you need tailored returns rules.

Automate smart decisions for every return

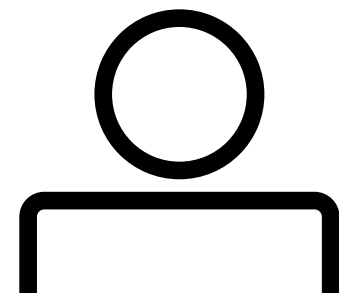
AI-driven returns decisioning uses data to handle returns in the best way for each item, factoring in the size, weight, returns reason, SKU, consumer, value and inventory strategy.

Giving you:

- Reduced cost through optimum transportation methods
- Increased revenue by turning around stock faster for resale
- Less wastage as more inventory is resold or given a second life
- More customer choice as carrier options presented are tailored to them
- Happy customers that receive their refunds faster.

Data-led orchestration in action

The customer initiates a return



Rules-based decisioning determines how each item is managed

Damaged item

High value customer

Give instant refunds to VIP customers

↓

Send to repair center

Priority SKU

No damage

Select the fastest carrier

↓

Send to stores with low stock

Non-returnable item

Reject out of policy returns

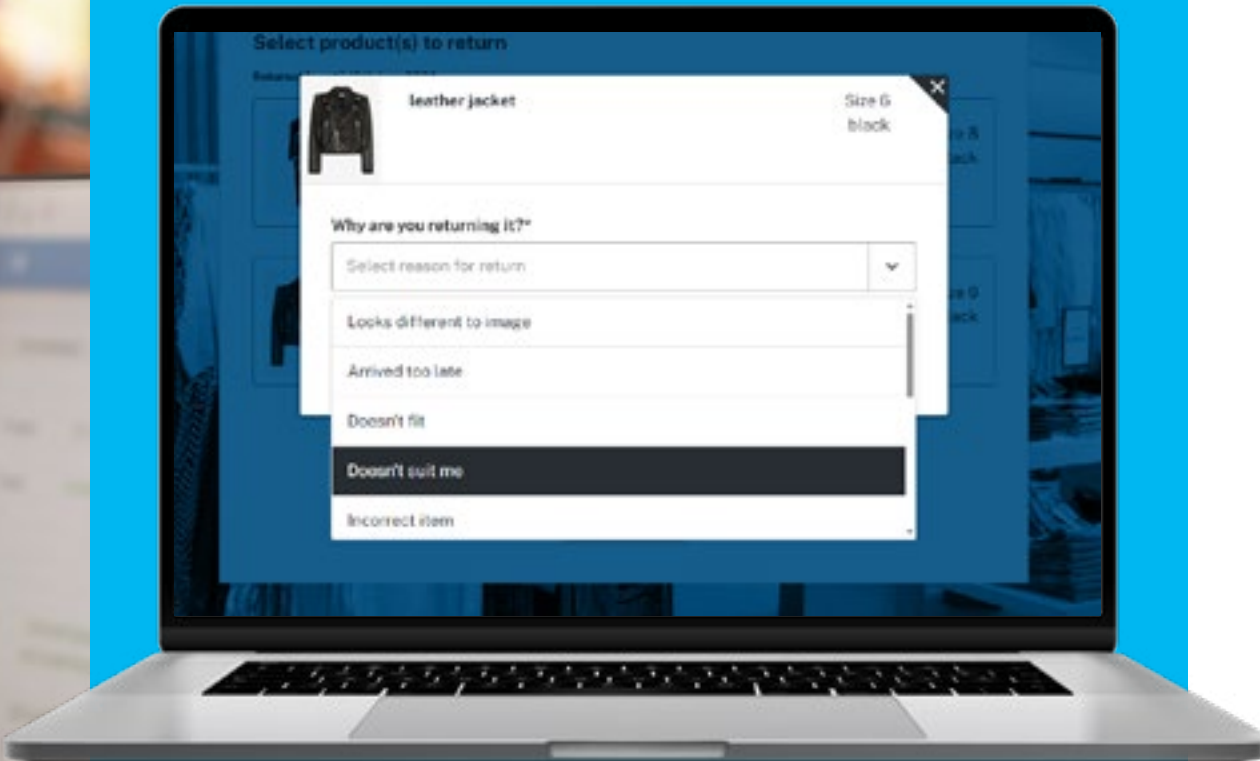
Return reason: Customer changed their mind

Offer discount to keep the item

Online Returns— convenience meets control



Delivering efficiency and delighting customers with an easy digital returns journey.



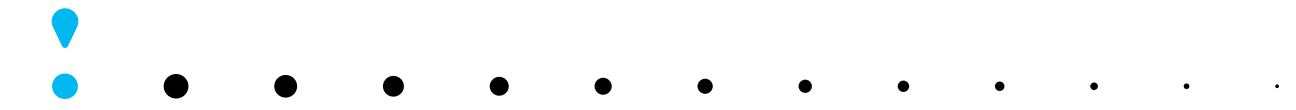
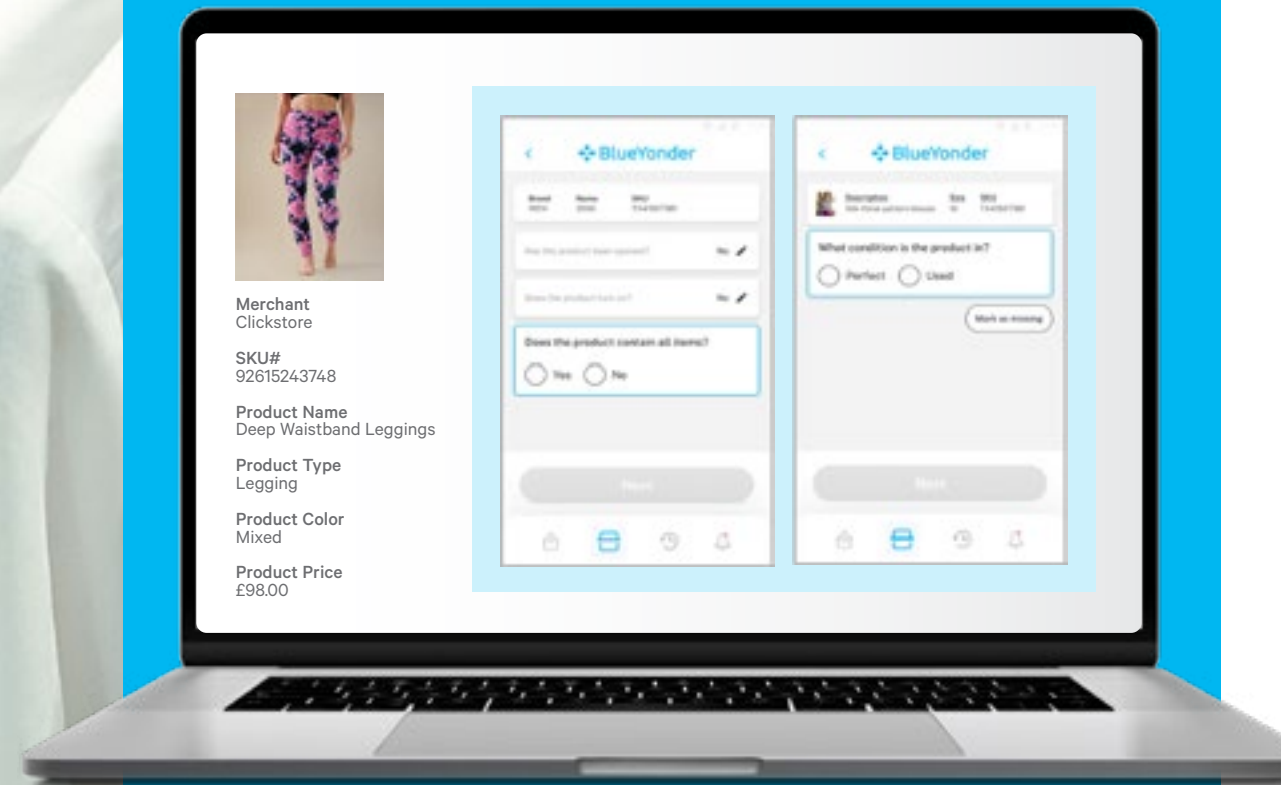
A good returns journey must be simple, sustainable and effective. Customers need clear, convenient options for their returns. As a retailer, you need to be confident that you can enact your returns policy, fast track inventory coming back into stock and capture crucial data to optimize your returns process.

Make the first step of a return count with Blue Yonder Online Returns:

- Keeps retailers in control of returns without needing manual authorization for every return
- Removes the need for a label in every package
- Gives customers an intuitive branded journey
- Captures order number, item SKU and reason code
- Uses customized decisioning rules to optimize the management of every return, every time.



Empower staff to process returned items quickly back into inventory.



Are your returns where they're needed?

Not all returns are equal. Some items belong in the store to which they're returned, some don't. Some are time-sensitive for resale, some aren't. Some need additional processing like repair, cleaning, reductions, some don't.

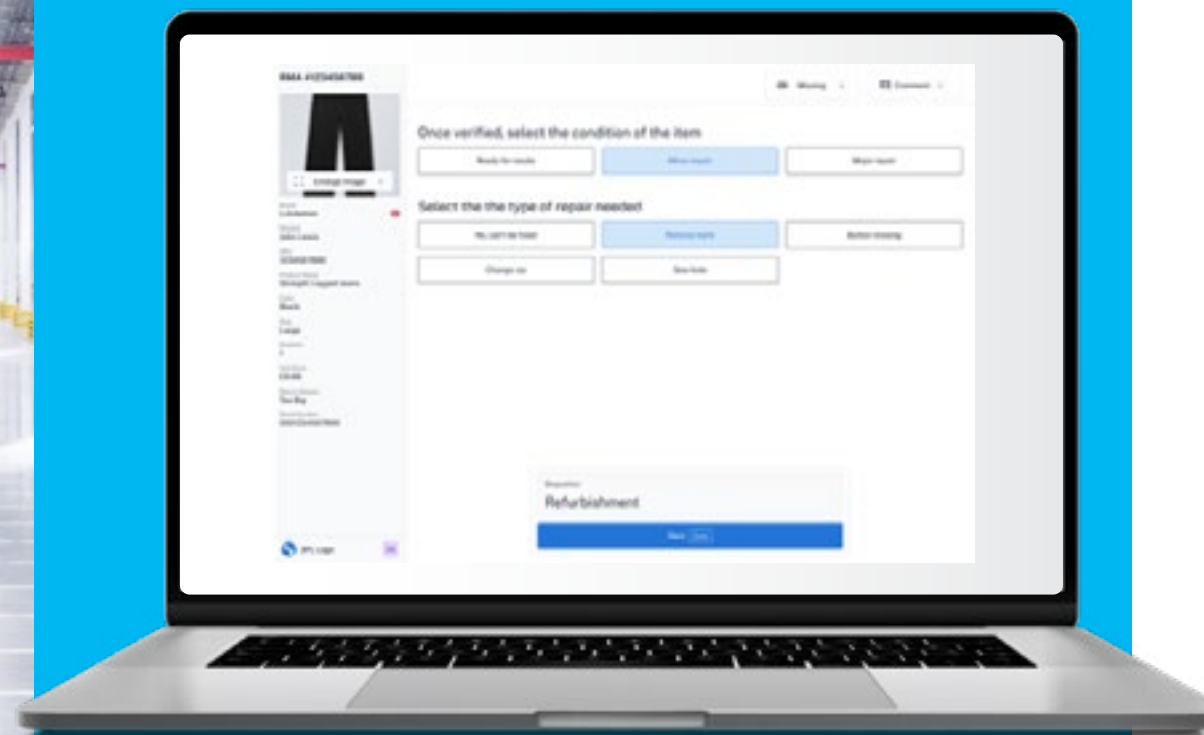
With our Store Returns app, staff scan the returning item and intelligent data processing tells them where the item needs to be or how it needs to be handled for the best outcome. No more immediate markdowns, just reliably getting the inventory back to where it can realize the most value.

This approach gives you:

- Reduced markdowns
- Faster in-store processing
- Reduced complexity
- Easier decision making
- Returns prioritization.



Get your returned goods back where they need to be quickly and efficiently.



Are your returns piling up?

With no visibility of what's coming back, returns processing is costly and inefficient. Too often items are left piling up, eventually being processed by a warehouse operative's best judgment, with refunds sometimes being approved before the packages are even opened.

All that is:

- Manual
- Time consuming
- Expensive
- Inconsistent.

Lower costs, increase revenue and boost customer happiness

With Blue Yonder Warehouse Returns a warehouse operative scans the returned item and are given step by step instructions, based on data such as return reason, item data and your custom rules.

That means whoever processes the return, it will be consistently and effectively handled — whether that's restocking, sending for washing or repair, or being sold as used on a marketplace.

The benefits are clear:

- Items get restocked quickly to maximize re-sale and profit
- Customers get their refunds quicker
- Staff work more efficiently
- Less stock gets wasted.



Reduce queues, increase footfall and provide the best customer experience.

Blue Yonder Drop-off Kiosks are standalone hardware devices that enable customers to return items in under 60 seconds, without needing to queue or have a pre-printed label.

Customers use the touch screen to process their returns, which are dropped into an integrated drop-box allowing customers to process their parcel without having to interact with a staff member.

The kiosk and interface are customizable to ensure the customer experience reflects your brand identity.

Add drop-off kiosks to your returns solution to:

- Give customers a simple, convenient returns experience
- Free up store staff to serve other customers
- Drive footfall into stores to increase revenue
- Increase revenue by offering purchase incentives and coupons within the customer journey.

Don't wait to invest.
Find the value now!

NUMEROUS KIOSK OPTIONS ARE AVAILABLE, ALL FULLY CUSTOMIZABLE TO THE RETAILER'S BRAND



Thank you for reading

We hope you've enjoyed reading how we're the right partner to reimagine your returns journey.

In the very best of partnerships there are no barriers. We will simply become an extension of your team, all pulling in the same direction towards the same goal—helping you move beyond boundaries.

Visit blueyonder.com for more information.

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