

Reduce costs: 5 ways Returns Management saves money



► Turn returns into profits with Blue Yonder's Returns Management solutions. Improve customer satisfaction and cost savings through **5 key gains**.

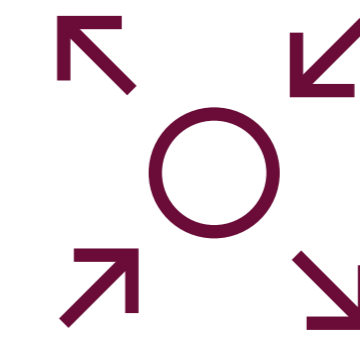
01 Strategic customer insight to prevent future returns

One of the most effective ways to reduce the costs of returns is to reduce return rates. With Blue Yonder's Returns Management, retailers can reduce their overall return rate by drawing on a wealth of 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.



Gather and analyze accurate returns data



Pinpoint & fix product and process issues



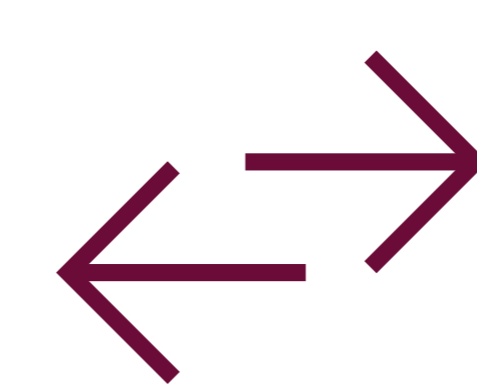
Prevent returns at the source

02 Automatically tailor each return

Today, 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, damaged items can be sent straight for repair or disposal and popular items can be directed straight back to a distribution center or store – rather than all piling up in a returns processing center to be inspected and manually sent onwards. That cuts out journeys and reduces transportation and processing costs.



Adapt the returns journey to your specific needs



Process items faster and more directly



Reduce transportation and logistics costs

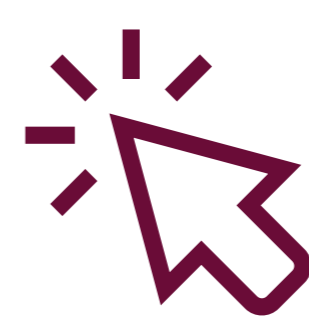
03 Prevent fraud with greater return control

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.

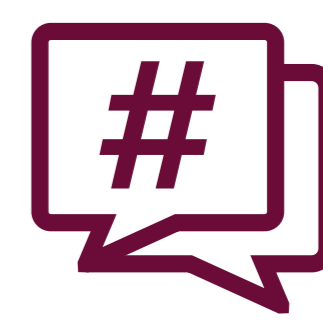
With Blue Yonder's Returns Management solution, retailers gain greater control over which returns are accepted – preventing items outside the returns window or out of policy from being returned in the first place. With our returns solution, the warehousing team will know what each return package should contain and the condition it should arrive in. If something isn't right, the customer data is already tied to the return to take action.



Identify and manage problematic returns



Prevent out-of-policy returns before they begin



Immediately act on fraudulent returns

04 Get inventory back in stock faster

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 Reduce transport costs with network optimization

Turn your own stores into returns hubs, reducing transport costs, 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.



Reduce transportation costs



Boost revenue recovery by driving store visits



Leverage existing transport networks

► Composing a 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 not only 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 [→](#)

