



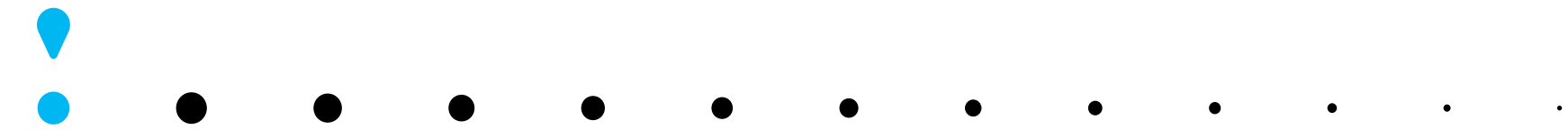
Reimagine Returns

AI-powered returns management. Recover maximum value.



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Reimagining returns

Imagine if returns were built into your supply chain processes and systems so they were effortless to manage.

Imagine if those returns processes were optimized to minimize cost, minimize waste, maximize efficiency and maximize the customer experience.

Imagine if every returns decision made was automated by AI to recover maximum value on every item.

Imagine if your returns data and trends informed your planning decisions, so you optimized stock-holding, replenishment and supplier management across your entire network.

Imagine if your reverse logistics were as flawless as your forward supply chain.

That's returns reimagined.

That's returns from Blue Yonder.

Returns in retail— Navigating the complexities

With retail returns increasing 20% year-on-year to now be costing retailers almost \$1trillion globally, it's a topic that's at the top of every retail agenda. It's also a complex topic for 3 reasons:

1. It touches every area of the commerce and supply chain process
2. It has no single point of ownership
3. It's an emotive moment for the consumer

This guide will help you reimagine returns within your business.

It will help you drive a cross-functional conversation to reposition returns from a cost center to an enabler for growth, customer loyalty and sustainability across multiple touchpoints and teams.

Returns and the customer experience

Happy customers buy more. Being able to return items quickly and easily is a big part of that happiness, especially as 94% of customers will buy again if the returns process is easy.

Returns across the supply chain

This guide will show consideration for returns as an end-to-end journey across consumer, stores, e-commerce, warehouse, transport and planning. You'll move past point fixes to design a solution that integrates seamlessly with your end-to-end supply chain systems and processes.

Returns ownership

Very few retailers have a returns function or a single point of ownership. That's why an external expert is often needed to fill the gap. This guide will show you how to enable the conversation across functions and build the business case for returns that's aligned with team and business goals.

Returns reimaged enables retailers to:

- Provide customers with an easy way to manage their returns online, linked to their orders
- Provide customers with an easy way to manage their returns
- Automatically process returns via AI-driven rules and decisions
- Gain valuable data and insight that feeds into planning decisions
- Optimally route returns to ease transport costs and waste
- Improve store and warehouse efficiencies
- Get returned goods back on sale faster to recover maximum value
- Drive store footfall and additional purchases
- Increase customer loyalty
- Drive innovation

 AN AI-DRIVEN RETURNS PROCESS WILL OPTIMIZE PERFORMANCE, SUSTAINABILITY AND CUSTOMER EXPERIENCE.

What do customers want?



An easy returns process



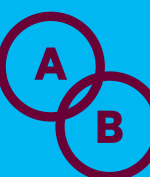
A convenient place to return stuff



To be kept informed



A quick refund



Convenient choices

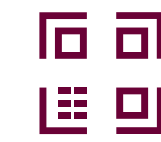




What do retailers want?



To minimize cost and waste



To process returns easily and consistently



To understand returns reasons



To keep customer loyalty



To maximize revenue and avoid markdowns



To re-integrate returning inventory

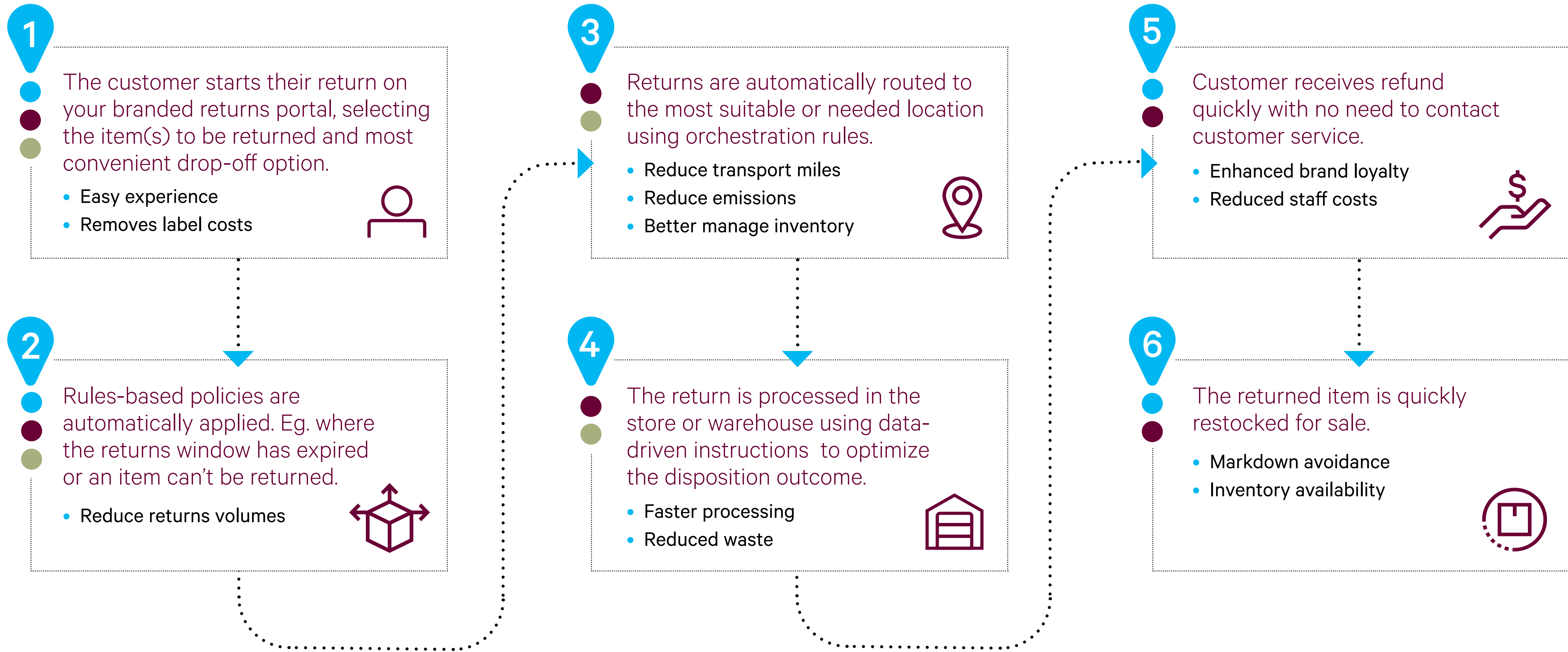


To use returns data to make better decisions

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



Customer benefits

Experience

Give your customers an easy online returns experience linked to their order

- Digital returns portal, accessible from any device
- Customers get to return items in the way they want, when they want
- Customers receive faster or instant refunds through automated rules.

Convenience

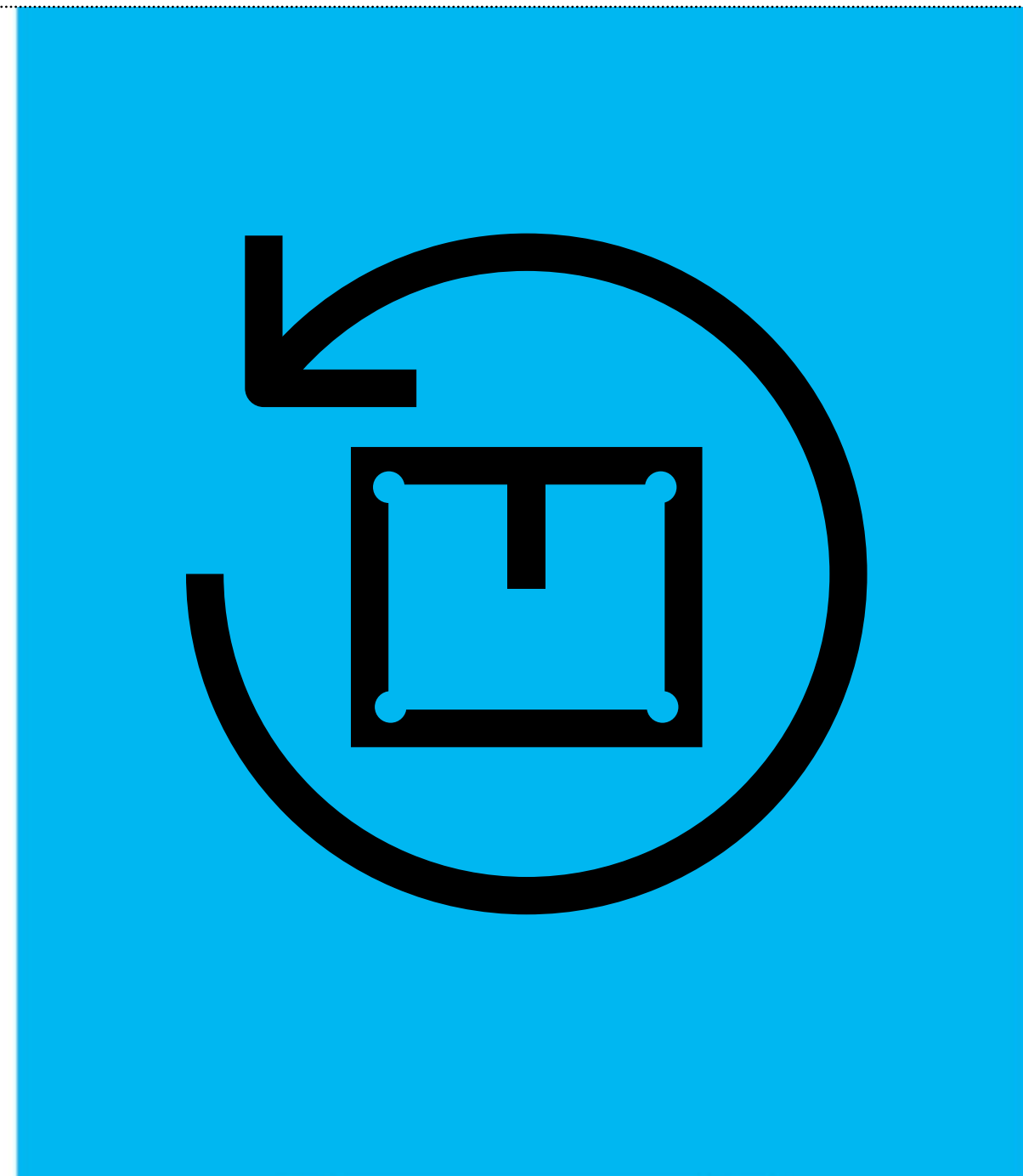
Keep your customers in the loop regarding the return journey and refund

- Automated communications let customers know what's happening, when
- Automatic refunds can be triggered and communicated
- No need to phone customer services for refund resolutions.

Communication

Provide a variety of drop-off options suited to customer preferences

- Drop-off locations can be selected based on the customer's plans
- No-print returns options can be made available for customer ease
- Customers can opt for most convenient, cheapest or greenest return options.



Retailer benefits

Performance

AI-driven returns processes that drive growth

- AI-led decisioning rules optimize each item's return journey back to sale
- In-store kiosks encourage shoppers into stores to buy more
- Returns data informs decisions across teams, e.g. planning, marketing and CX
- Return rules stop fraudulent and out-of-policy returns.

Experience

Easy returns processes that delight customers and drive loyalty

- Easy online process linked to the customer's order items
- Automated communications at every step of the returns journey
- Ability to trigger refunds based on return reasons, customer profiles and more
- Returns drop-off locations to suit customer convenience and choice.

Sustainability

AI-driven digital returns that minimize waste

- A digitalized returns journey that removes paper and printing waste
- Return rules optimize transport routes for lower carbon footprint
- Faster processing of returned items increase resale rates and decrease landfill
- In-store kiosks consolidate returns to create more efficient transport and resale.



Enabling the returns conversation

With the returns process traversing multiple internal touchpoints, it's important that everyone's part of the conversation. Start asking the right questions to understand the returns challenges across the business.

Stores

- What challenges are you experiencing with managing returns in store?
- What impact are returns having on your checkout queues and staff?
- How quickly are you able to get returns back into inventory and on sale?

E-Commerce

- How do you manage returns rules like returns timescales and non-returnable items?
- What visibility do you have of your returns journey end-to-end?
- How much time and money are you losing by not processing returns quickly enough?

Operations

- How much visibility do you get of returns coming into the warehouse?
- How do you know how to process returns coming back to the warehouse?
- How much revenue is being lost by returned stock not getting back on sale quickly?

Finance

- What's the value of returned goods being marked down and sent to waste?
- What business costs does your current returns process impact?
- How are you ensuring maximum resale value is captured?

Customer service

- How often do customers complain about your returns and refund process?
- How easy is it to see where a return is on its journey when a customer calls?
- How do you respond to problem returners vs those with high lifetime value?

Logistics

- How integrated is returns with your end-to-end supply chain?
- How much time and cost is wasted transporting returned goods between locations?
- How easy is it for staff to manage returns when they reach the distribution center?

IT

- How joined up are your online and offline returns processes with your systems and data?
- What customer returns and behavior data are you able to mine and analyze?
- How do you use your customer returns data to support business decisions?

Planning

- How integrated are returns with your inventory data?
- How do you know where to direct returns for fastest resale?
- How are you using returns data and trends to predict future returns and make better planning decisions?

Retail returns for everyone, individually

The retail market is huge, worth around **\$30 trillion globally**. And within that market every retailer is different, with billions of different consumers visiting their stores and websites daily.

That's why a 'one-size-fits-all' returns process just doesn't cut it if you want to stand apart from your competitors. The blanket approach hasn't worked for decades in your sales, marketing or communications experiences. And it doesn't work for your returns process.

At Blue Yonder we not only treat every retailer individually, but we'll also work with you to understand your product lines individually, your customers individually and your colleagues individually.

And with that understanding we'll help you create the individual returns journey that works best for you.

We work with every retail segment. Here are a few with specific challenges:

Fashion

Fashion is a fast business. It's about seasons, and styles, influencers and consumer trends. So, in this retail market, returns also needs to be a fast process. A process where AI-powered decisions are made quickly, based on known and predicted consumer behavior. A process that works fast to get returned items back on sale while they're still relevant and at full price. And a process that maximizes performance for the brand, every time.

Luxury goods

While returns in the luxury sector may not be great in volume, they are great in value and need to be managed meticulously. A returns process with AI-driven rules to detect fraud and policy misuse is a must to ensure revenue protection. While a fast and slick returns journey, that the customer loves, maintains customer loyalty and brand reputation.

Hardlines and furniture

It's not just fashion that gets returned. DIY tools, electronics and bulky items such as sofas and beds all need careful handling in the returns process. A returns decisioning engine, that allows a retailer to set different rules for each SKU, means that every item gets the perfect return—two-person handling, hazardous goods management, WEEE recycling—whatever's needed, every time.

Marketplaces

The returns process of this retail model is complex and needs careful management so that the host brand isn't overwhelmed with unwanted vendor returns and inquiries. Getting the third-party retail returns process in place right from the start saves a lot of pain in the long-run. Routing rules are vital here, allowing product SKUs to be mapped to the right vendor, returns process and transport journey.

Returns Initiation

The easy way for consumers to manage their returns online

In-store Returns Processing

The ability for store staff to process returns in store and get them back on sale quickly to maximize revenue

Drop-off Kiosks

A self-serve option for shoppers to drop off returns in store, freeing up staff and driving footfall

Warehouse Returns Processing

The ability for warehouse staff to quickly and efficiently disposition returns, minimizing waste and recovering revenue


Returns Reimagined

Returns Initiation

Customers need an easy process for their returns with clear and convenient options. And as a retailer, you need to be confident that you can enact your returns policy, track inventory coming back into stock and capture crucial data to optimize your returns process.

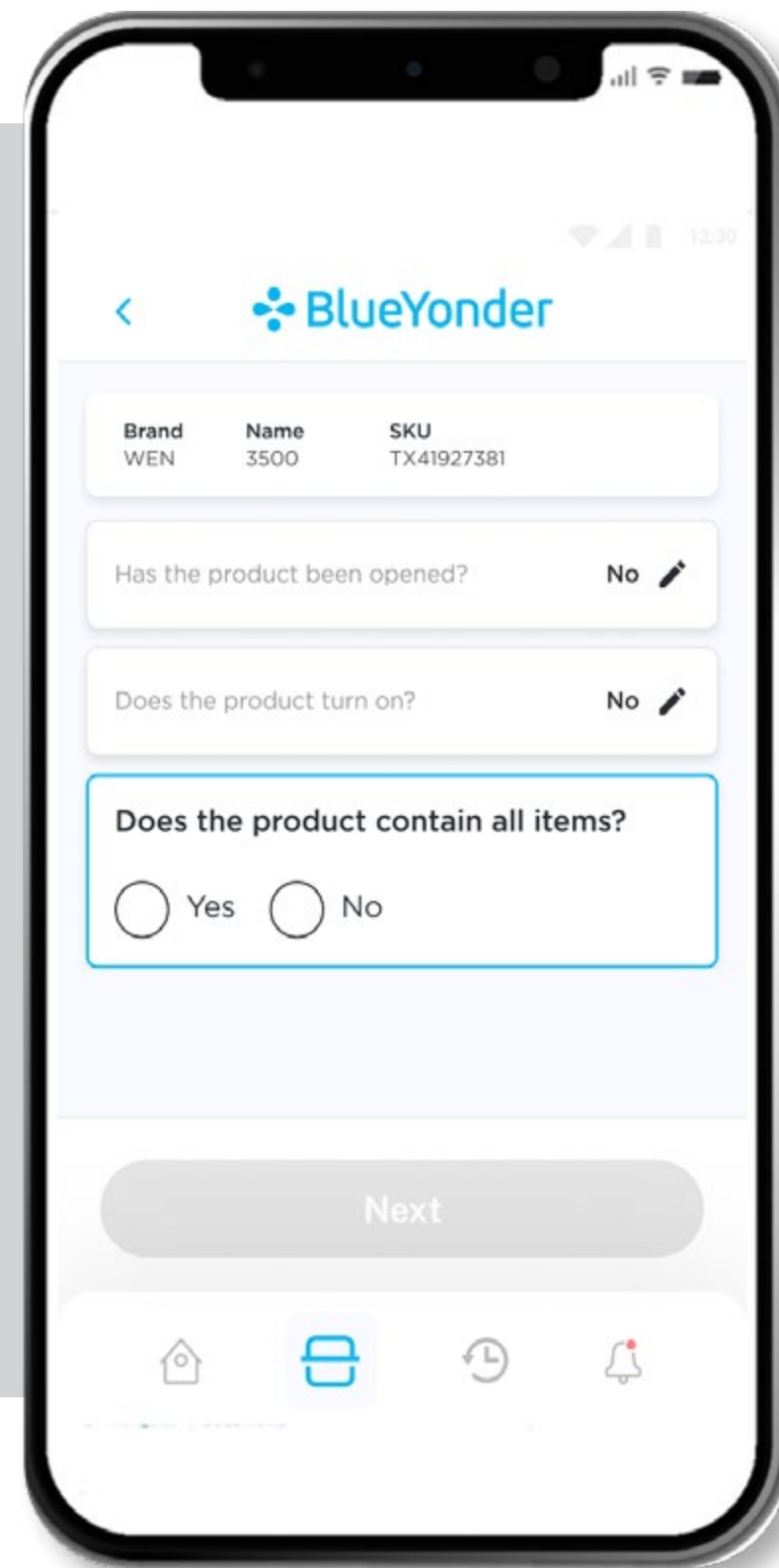
With a digital returns process, retailers can:

- Automate the journey simply and efficiently
- Tie the return to order data from the offset
- Capture returns reasons—valuable insight to improve future decisions
- Automate communications along the whole returns journey
- Remove labels in every package to reduce cost and paper waste
- Provide returnless refunds
- Offer geo-located, convenient drop-off options.



The image shows a woman with long brown hair, wearing a tan blazer over a white top, smiling as she uses a silver tablet. Overlaid on the tablet screen is a digital returns interface. At the top of the interface is a blue header with the text "Select product(s) to return". Below this, there is a section titled "Returns" with a small image of a leather jacket. To the right of the image, the text "leather jacket" and "Size 6 black" is displayed. Below the product information, there is a section titled "Why are you returning it?*" with a dropdown menu labeled "Select reason for return". The dropdown menu is open, showing several options: "Looks different to image", "Arrived too late", "Doesn't fit", and "Doesn't suit me". A blue exclamation mark icon is positioned above the interface, indicating a warning or important note.


In-store Returns Processing




The image shows a smartphone screen with the BlueYonder app interface. At the top, there is a back arrow and the BlueYonder logo. Below that, a table displays product information:

Brand	Name	SKU
WEN	3500	TX41927381

Below the table, there are three questions with 'No' selected:

Has the product been opened? No 

Does the product turn on? No 

Does the product contain all items?

Yes No

At the bottom, there is a 'Next' button and a navigation bar with icons for home, a folder, a clock, and a notification bell.

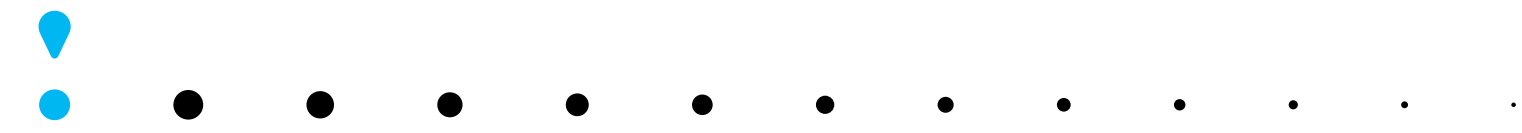
Not all returns are equal. Some items belong in the store to which they're returned, some don't. Some are time-sensitive for resale, some aren't. Some need additional processing like repair, cleaning, reductions, some don't.

With our In-store Returns Processing solution, staff can deliver the best outcome for every item returned, every time, based on data such as SKU, condition, return reason, season and more.

This approach gives you:

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





Drop-off Kiosks

For retailers with a high volume of returns and a large network of physical stores, in-store drop-off kiosks provide a great addition to the returns process.

The benefits are many for both customers and retailers:

- Driving online footfall into stores and encouraging additional purchases
- Get returning items directly to store shelves for faster resale
- Reducing pressure on checkout queues and customer service staff
- Saving costs and carbon miles by integrating returns into planned distribution
- Allowing customers to return items conveniently without extra packaging
- Offering spend incentives and collecting customer survey data through the kiosk returns process.

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

Enabling your journey— Augmentative approach vs rip and replace

Each of the four modules of our Returns Management System is available standalone or together as an end-to-end process:

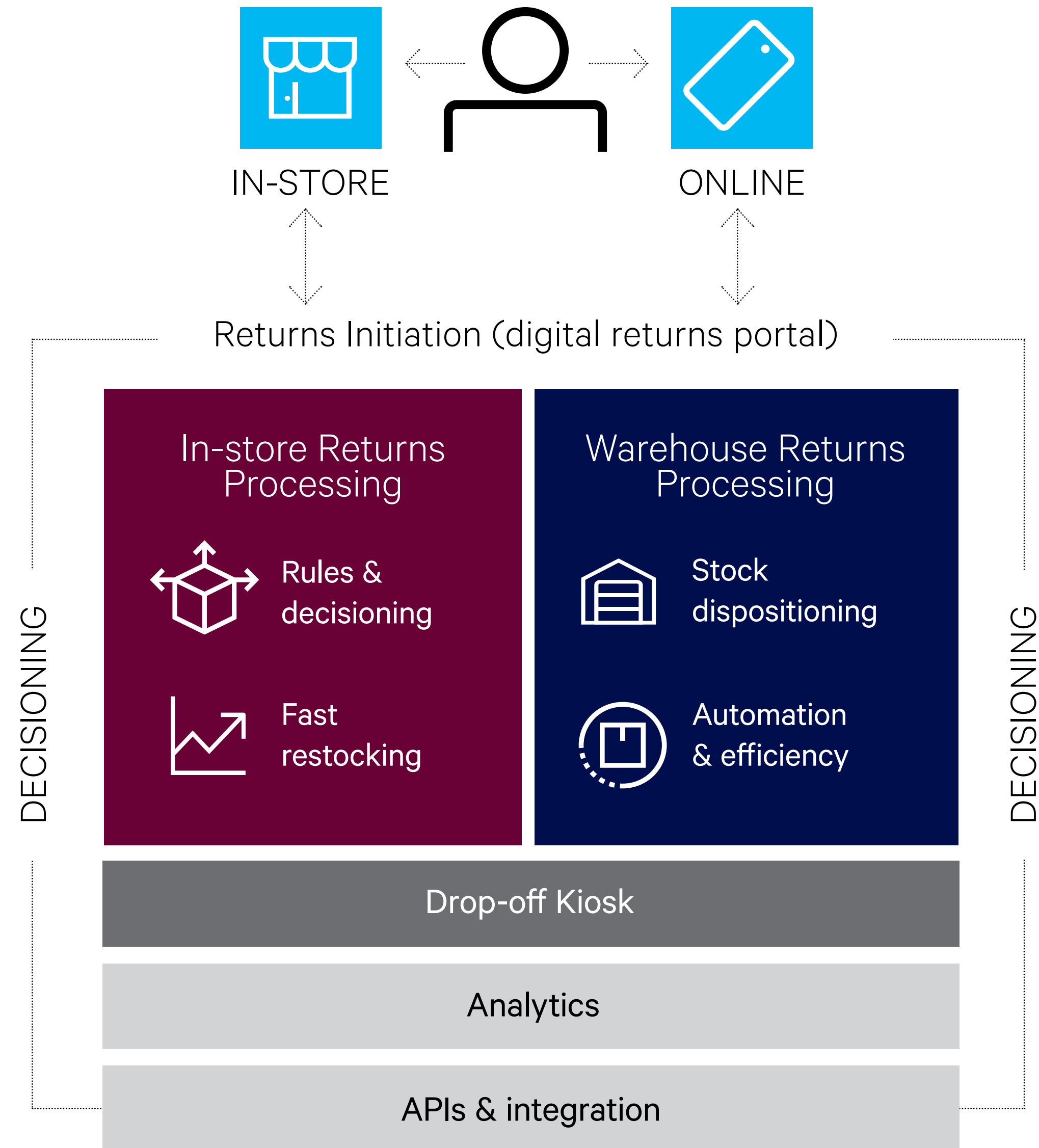
Orchestrate returns journeys: underpin every module with AI decisioning, rules, data visibility and analytics.

Add value at every stage: each module is composable so you can implement in stages.

Enhance your returns process: seamlessly implement alongside your existing returns technologies to build upon what's already working.

Integrate effortlessly with core systems: designed to complement your warehouse, order management and broader retail and supply chain infrastructure.

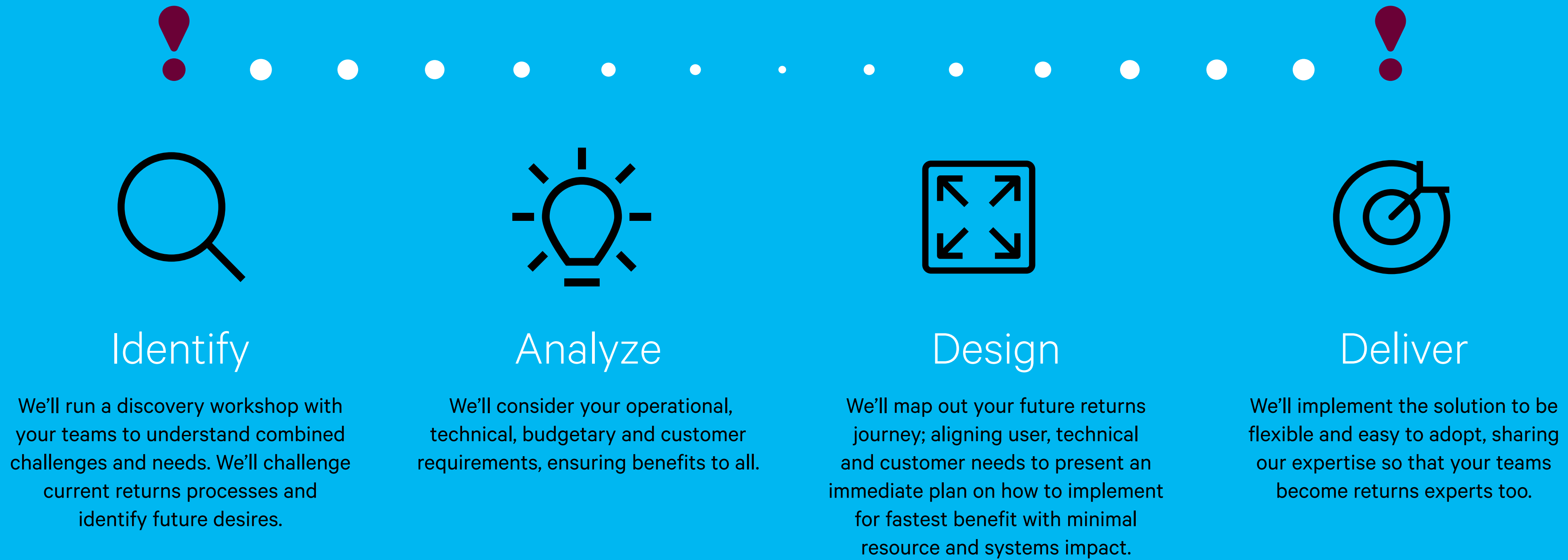
Harness data, measure and grow: everything is ROI-driven allowing you to take steps, measure the value, iterate and then deliver more.



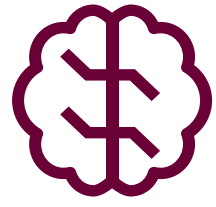
Building the business case to reimagine returns

	Increase Performance An efficient returns process saves you money	Enhance Experience Happy customers spend more	Improve Sustainability Less waste means less cost
DECISIONING RULES	<ul style="list-style-type: none"> Route to location with highest predicted revenue recovery Consolidate returns to reduce costs Speed up time to resale Reduce stock wastage Sequence processing of refunds Use returns data to inform planning decisions 	<ul style="list-style-type: none"> Offer fast refunds, including instant refunds in certain circumstances Reward high value customers with preferential returns policies Returnless refunds for low value or damaged items 	<ul style="list-style-type: none"> Return rules optimize transport routing leading to fewer unnecessary journeys Consolidate returns to reduce journeys
RETURNS INITIATION	<ul style="list-style-type: none"> Block out-of-policy returns and identify fraudulent behavior Reduce future returns by understanding return reasons Incentivize in-store returns to drive additional sales No paper label costs 	<ul style="list-style-type: none"> Convenient, local drop-off locations are displayed, including options to return to store Automated communications are given throughout the returns journey 	<ul style="list-style-type: none"> No paper labels, reducing waste
IN-STORE PROCESSING	<ul style="list-style-type: none"> Speed up stock back on sale Faster in-store processing Reduce markdowns Identify best location for fastest re-sale 	<ul style="list-style-type: none"> Faster customer returns experience Faster refunds More returned goods available to buy 	<ul style="list-style-type: none"> Correct store dispositioning means less waste
WAREHOUSE RETURNS PROCESSING	<ul style="list-style-type: none"> Speed up stock back to inventory for faster resale Increase returns processing efficiency Reduce labor costs Recover revenue from unsellable stock via liquidators 	<ul style="list-style-type: none"> Faster processing means faster refunds More returned goods available to buy 	<ul style="list-style-type: none"> Return rules optimize inventory disposition so more goods get resold and less go to landfill
DROP-OFF KIOSK	<ul style="list-style-type: none"> Bring shoppers into store Gain revenue from additional purchases Add spend incentive vouchers to kiosk returns process Reduce labor requirements on service desk 	<ul style="list-style-type: none"> Let customers return items quickly and easily in store without queuing Online purchases can be returned package-free Gain incentive vouchers to make additional purchases Add satisfaction surveys to kiosk experience 	<ul style="list-style-type: none"> Returns are managed as part of planned distribution, no extra journeys Online purchases can be returned packaging-free, optimizing transport requirements

Working together



Why Blue Yonder?



Modular

Our suite of flexible and evolving microservices work together or standalone to solve complex returns challenges, enabling quick deployment and immediate value.



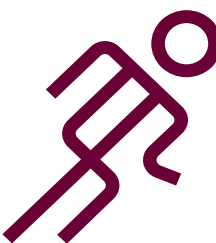
In good company

We're a Gartner leader in Supply Chain, helping over 3,000 retailers, manufacturers and logistics service providers to confidently navigate supply chain complexity and disruption.



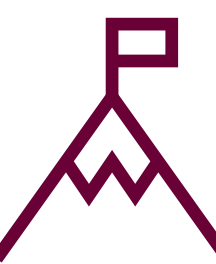
Expertise

Blue Yonder is your AI company for supply chain. Our adaptive AI decisioning engine continuously learns from customer behavior, optimizing every return to maximize value recovery and efficiency.



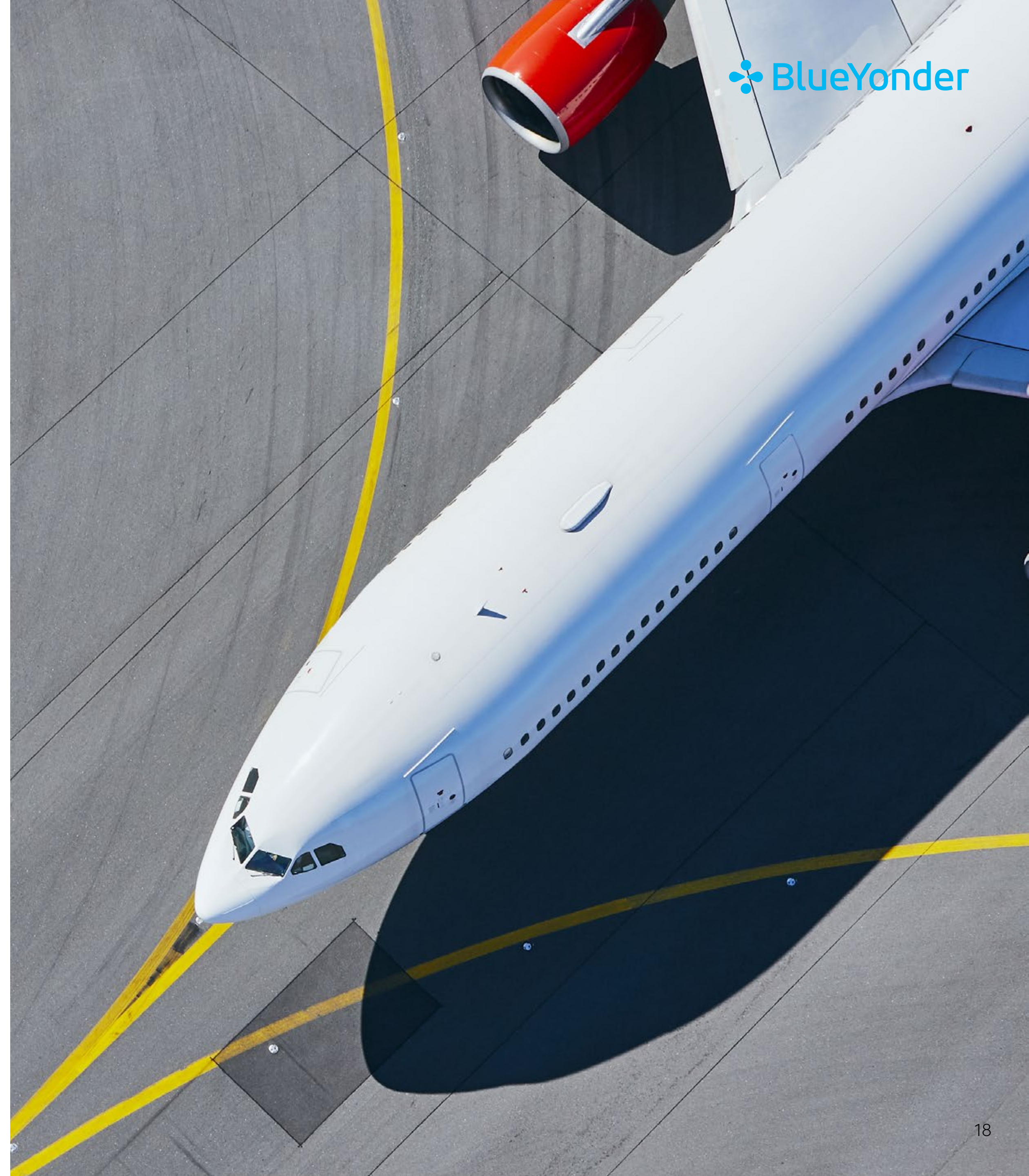
Agility

Our dedicated team of returns specialists act and react at speed to ensure that when decisions are made, results are delivered.



Heritage

Blue Yonder's deep heritage in returns combines decades of expertise with proven solutions, delivering a robust, comprehensive suite of returns that have powered over 150m returns for some of the world's biggest brands.





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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