

The antidote to the retail returns dilemma

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Unique opportunity

The surge in retail returns offers businesses a unique opportunity to differentiate themselves by optimising their returns management processes. With the right technology, businesses can drive shoppers back to the store, deliver impactful customer experiences, and offer enhanced transparency throughout the entire returns process. This can help to reduce operational costs, improve service, and ultimately increase profitability.

Taking advantage of this opportunity, by offering seamless experiences across channels, enables brands to set themselves apart from competitors and build a competitive edge.

Returns Done Right

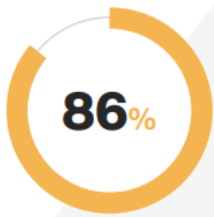
- Manhattan Active Omni offers a range of capabilities that make customer service a brand differentiator, reduce store inefficiencies, and enable associates to spend more time on revenue-generating tasks.
- Expedited refunds and exchanges drastically reduce retailers' time to process refunds and exchanges, allowing them 3 to 5 days earlier - risk free.
- Self-service returns facilitate box-less and printerless returns and exchanges through branded, post-purchase experiences. As a result, retailers reduce administrative burdens, drive brand loyalty, and enable customers to initiate and track refunds/ exchanges digitally.
- Omni returns facilitate 'buy anywhere and return anywhere' capabilities. As a result, retailers save shipping and handling costs, drive shoppers to the store, increase the number of resold returns, and convert returns into exchanges.
- Return routing optimisation determines the optimal location for returns with sophisticated algorithms. This helps retailers to circumvent cross-border shipping, reduce shipping costs and carbon footprint, optimize inventory placement, reduce refund wait times, and increase the sell-through rate of returns.
- Automated returns resolution eliminates associates' manual, time-consuming, and errorprone returns processing. The result: retailers will reduce costs and errors while redeploying agents for higher priority work.

More than ever, returns are an issue for retailers. By optimising your experiences, you can turn returns processes into a differentiator.

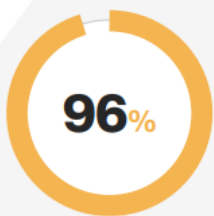


Returns processes can make or break loyalty

Every customer return is a test of your operations.



of shoppers will leave a brand after two bad experiences³



of shoppers will return to a retailer that offers smooth returns⁴

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