

STEP 1

"FINDING YOUR MOTIVE"



ASK YOURSELF...

Why do you need to focus on returns, and why now?

- > Is your returns rate increasing and you can't understand why?
- > Are returns and refunds the single highest cause for customer complaint?
- > Whatever the reason, use this to drive your project forward.

HERE ARE SOME KEY STATS TO HELP SET THE SCENE...

92%

Of shoppers say that the range of return options are an important consideration when deciding where to shop.

60%



of shoppers say they find returns convenient when 3 or more return options are available.

54%

of shoppers said that free returns or exchanges would make them more likely to shop again.



75%

Of shoppers check a retailers returns policy before checking out.



OR MAYBE YOUR COMPELLING EVENT IS BREXIT RELATED?

Finding your motive is just the starting point to creating a business case for returns. Download Part 1 of our eBook to guide you through next steps...

[DOWNLOAD EBOOK](#)