

## STEP 2

### "WHO OWNS RETURNS?"

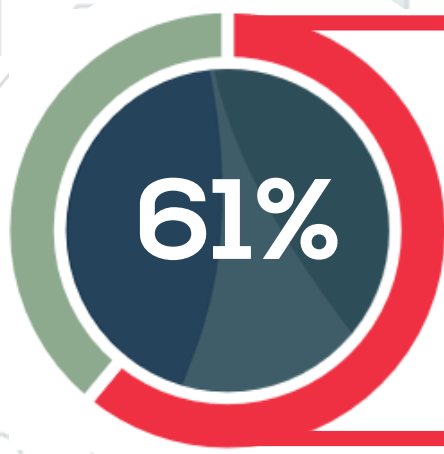


**ASK YOURSELF...**

What other departments need to be involved in the returns project?

- > Does your business believe returns are just one person's responsibility?
- > Returns aren't just a logistics issue. There are many stakeholders that should be involved in the project.
- > Hiring a returns manager will give you a returns champion, but you still need multi-departmental buy-in.

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



Of retailers think that returns are the responsibility of the logistics and operations teams.\*

\*Secondary Markets: A Commercial Introduction to life after the return.

78%

of retailers believe improving returns would increase profitability.\*\*

\*\*Towards Instant Returns Whitepaper

### KEY PERSONNEL WE BELIEVE HAVE A STAKE IN RETURNS:

LOGISTICS      OPERATIONS      IT      CUSTOMER EXPERIENCE

FINANCE      MARKETING      ANALYSTS

A great starting point for building your business case for returns is to get a working group around you. Whether they attend every meeting you host, or just contribute to the discussion via email, bringing someone from each department into the fold is an important step.

### WHO WILL YOU ASK TO JOIN YOUR RETURNS TRIBE?

Once you've got your returns tribe together, you're in great shape for your returns project to gain momentum. Download Part 1 of our eBook to guide you through next steps...

[DOWNLOAD EBOOK](#)