

# 7 Best Practices for a Great Return Policy

Prepared by





## **Introduction:**

*Your return policy has a big impact on your customers and your profits.*

*Did you know that as many as 67% of shoppers visit a site's returns page before making a purchase?*

*We compiled 7 best practices to help you write a return policy that will be great for your business and your customers.*

*Enjoy!*

*The ReturnLogic Growth Team*





# 1. Strike the Right Balance

*A return policy can sometimes feel like it's us versus them. But that's not ideal for anyone! You need to balance the long-term value of customers with the short-term value of transactions.*

*Consider the role of customer retention in your business, your typical profit margins, and your values as a company - you'll be on the right track.*

## 2. Make your Policy Easy to Find

*Your return policy lays out the rules for returns, but it also demonstrates your commitment to the customer relationship.*

*If it's difficult to find your return policy, shoppers will immediately lose trust.*

*Include a link to your returns page in the footer of your website, and consider including additional links in sections such as "Contact Us," "FAQs," or "Shipping."*





# 3. Answer the Big Three Questions



***When, how, and what** provide an excellent foundation for your return policy.*

***When** is the return window; it tells how long customers have to return a product.*

***How** reflects the return types - or the forms of compensation - such as exchange, refund, store credit, and warranty.*

***What** specifies any exclusions or conditions that must be met.*



## 4. Be Ready to Enforce your Policy

*Keep it simple! The more complex your return policy, the more friction it will create for both your customers and your team.*

*Determine if returns automation (and how much) is right for you. A returns portal can enforce your policies, and more advanced automation can expedite the receiving process, as well.*

*Plan ahead for any special exceptions that may arise in your return policy, and how you will handle them when they do.*







## 5. Provide a Variety of Return Types

*Make sure that your shoppers have the options that they want. The full list includes exchange, refund, store credit, and warranty.*

*Return solutions, like ReturnLogic, make it easy to provide each of these return types.*

*Don't forget about warranty, especially if you sell via third-party channels! A warranty program is a great way to show that you stand by your products.*



## 6. Offer at Least One Return Type that's Free

*Ecommerce giants have really set an expectation of free returns. Additionally, a survey found that the majority of shoppers would spend more if returns were free.*

*But, of course, free returns are not always a viable option across the board.*

*If you can, offer at least one free return type, meaning that shipping is free and there are no deductions or fees.*







## 7. Align your Policy with your Brand

*Your return policy shapes how customers inform your brand.*

*Be sure that your values and tone are adequately represented, and format your returns page to be a natural extension of your website.*

*Remember that returns are a normal (and healthy) part of the ecommerce customer journey.*

## **Conclusion:**

Your return policy heavily impacts your customers and your profits.

With these 7 best practices, you can craft a return policy that will ensure a smooth customer experience without compromising your needs.

But the returns experience doesn't end with your return policy! Your entire returns process can have a big effect on your business and your shoppers.



# Next Steps:



## *See Us in Action!*

If you'd like to see how ReturnLogic can help you take your returns game to the next level, head over to **[ReturnLogic.com/demo](https://ReturnLogic.com/demo)** and pick the time that works best for you.