



# Overhauling Returns

## How a Parts Supplier Re-Engineered Their Returns Process to Work Hard for Them and Their Customers.

Customer service is a core value for **Diesel Care and Performance**. And for a business that relies on the back-and-forth shipping of parts with customers, they knew that to provide excellent service, they'd need simple, reliable returns. So they turned to FedEx for help.

### A NEED FOR EASIER RETURNS



**Returns matter for all businesses — unhappy returns shoppers are 3x more likely to abandon a retailer.<sup>1</sup>**

*"When we first started, returns were a much smaller part of our business, and we had trouble figuring out how to tie it all together," said Tori Williams, CFO of Diesel Care and Performance. "Figuring out which parts go where, providing the right documentation, tracking each shipment...we knew that if we were going to serve customers well, we'd need to find a great solution."*

The company's returns policy doesn't just cover their own products. It also provides a way for customers to ship broken parts for repair — some of which are old and difficult to replace. This means their customers need to know the returns process is reliable.

Their original returns process wasn't ideal. Creating a return was a pain for customers, and it required constant communication with Diesel Care and Performance to ensure proper packaging and documentation.

### SIMPLIFYING RETURNS AND DRIVING MORE BUSINESS

Diesel Care and Performance cared too much about their customers' businesses to let their returns process stagnate. They worked with FedEx to create a simple process where return labels are sent to customers along with customized instructions for shipping. From there, customers can get help packing from FedEx, and both the business and the customer can easily track the return shipment.

From an internal standpoint, Diesel Care and Performance has gone from a four-screen return creation process to a simple one-screen process. They're saving time with shipment creation and reducing customer service calls. And they're getting all of this simplicity with the reliability of FedEx.

*"Our rebuild business has grown exponentially since we improved our returns with FedEx," said Williams. "We never saw logistics as a selling point. Now that returns are easier, things move faster, and we can get parts back sooner. That helps keep our customers' businesses running better, too."*

## OVERHAUL YOUR RETURNS PROCESS



**FEDEX HAS MADE RETURNS EASY FOR BOTH DIESEL CARE AND PERFORMANCE AND THEIR CUSTOMERS. THIS INCLUDES:**

- 1 Creating custom packaging for sensitive parts.
- 2 Providing flexible options to help the company prioritize saving time and money.
- 3 Offering rewards for the company's shipping.
- 4 Giving customers convenient dropoffs nationwide.



**41%**  
**OF SHOPPERS**

buy online with the intent to return, and 96% of shoppers will shop again with a retailer that provided an easy returns experience.<sup>2</sup>

We can help simplify your returns process, too. Even if your business model doesn't depend on returns, providing an easy return experience for your customers is important.



### More Info

- To find out how we can help you improve your returns process, contact your FedEx account executive or call **1.800.GoFedEx 1.800.463.3339**.

<sup>1</sup>Narvar Consumer Report. Making Returns a Competitive Advantage. June 2017.

<sup>2</sup>Narvar Consumer Report 2018. The State of Returns: What Today's Shoppers Expect. September 2018.