

The Boomerang Effect

Creating a great returns process can help bring customers back. Here's how you can do it.



Almost every online business handles returns. But what many don't realize is that return shipments can be a great opportunity to increase customer loyalty. Let's look at why returns matter, how you can improve your customers' experience, and how you can reduce costs in the process.



CONVENIENT RETURNS CAN RESULT IN



UNSATISFYING RETURNS HURT RETENTION



RETENTION = SUCCESS



IN THE END, THE BETTER YOUR RETURN POLICY, THE MORE LIKELY YOU'LL GET RETURN BUSINESS.



Four ways to improve returns

You can optimize your returns process with FedEx to create an experience that will make customers want to shop with you again.



RELIABLE SHIPPING

Make sure returns reach you and reduce customer service calls. You and your customers can have reliable delivery and full visibility of your shipments' status with tracking notifications.



CONVENIENT DROPOFFS FOR CUSTOMERS

Give customers flexible options to drop off returns at approximately 55,000 locations, such as FedEx Office, Walgreens, and other local retailers. Get more information at fedex.com/retail-shipping.

Thousands of drop boxes nationwide

Customers can drop off FedEx Express[®] and FedEx Ground[®] shipments anytime, any day at a nearby FedEx drop box. Convenient drop box locations can be found at fedex.com/dropbox.



QUICKER REFUNDS

Try our efficient returns technology to get simple website integration, see in-depth reporting on returns, set customized business rules, and find ways to return credit to customers faster. See how we can help at fedex.com/returns-technology.



SIMPLE LABELS

Make it easy for customers to attach return labels to shipments. This means fewer customer service calls for you and a fast, easy process for customers. Labels can be emailed to customers, or preprinted and sent with each shipment.

¹ Science Daily. *Measuring customer value? Don't overlook product returns.* April 2015.

² Retail Dive. *Half of the Apparel Sold at the Holidays Is About to Be Returned.* December 2018.

³ Retention Science. *Customer Retention Should Outweigh Customer Acquisition.* May 2018.

⁴ Shopify. *Ecommerce Returns: Policy, Rates, Best Practices & Statistics.* September 2018.

Get detailed information on all our returns solutions at fedex.com/returns.