



Tennis Warehouse scores more online business with FedEx® Global Returns

Online retailers can heed this bit of tennis advice: To be one of the greats, you have to nail the return. For Tennis Warehouse, an online retailer for tennis and sports equipment, serving easy returns to customers has been a game-changer. In fact, they've seen growth as high as 30% in certain markets since implementing FedEx Global Returns.

"Before, customers had to pay for returns themselves," said Christian Gretz, Logistics and Compliance Manager at Tennis Warehouse. "Our choice was clear — demand for returns was high, and FedEx Global Returns was easy to implement."

An easy serve

"The best part of FedEx Global Returns is that it makes things easy for our customers," stated Gretz.

With FedEx Global Returns, Tennis Warehouse now offers free return shipping to customers who spend 100 Euros or more. The company includes a return label in the same package with the original shipment, along with instructions about how to ship. All the customer needs to do is attach the return label to the return shipment and send it back.

Plus, Tennis Warehouse allows customers to track both their original and return shipments with FedEx Global Returns, giving them full visibility of their shipment's status during transit.



"When people realized 'I have an easy and free way to return this item if I want to,' ordering became more attractive to them."

*Christian Gretz
Logistics and Compliance Manager
Tennis Warehouse*

Taking the advantage

The company ships worldwide, and has seen considerable growth in several major markets since they began offering free returns.

Before Tennis Warehouse offered free returns, women accounted for less than 30% of total sales — now they represent almost half. The company realized that free returns allowed female customers to return clothing and gear that didn't fit — removing a major purchasing obstacle and giving customers more reason to shop with Tennis Warehouse.

This sudden growth took Tennis Warehouse by surprise.

"At first, we didn't really market the free returns. We thought we would integrate it slowly," remarked Gretz. "But our sales just took off."

Now, the company ships as many as 5,000 packages per week. They have received positive customer feedback and have noticed a significant advantage over competitors who don't use FedEx.

"We hear that our competitors' customers have to frequently call to ask where their package is," said Gretz. "Our customers consider us reliable — whether it's for the original shipment or for returns."

Perfecting the technique

It's not just customers who are happy with the new return process — Tennis Warehouse has improved its own internal logistics since switching to FedEx Global Returns.

According to Gretz, "The flexibility we have with FedEx Global Returns is remarkable. We always know the status of a package, when it arrives, who signs for it. And that has made our lives much, much easier."

Mastering the return

Simplify the return process for both you and your customer. With FedEx Global Returns, you can streamline the customs process, create editable return labels and customs documents, and take advantage of round-trip visibility.

Find out more about FedEx Global Returns

Contact your FedEx account executive
or go to fedex.com/globalreturns.

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