UNLOCKING VALUE IN MERCHANDISE RETURNS

Over 8 – 15 % of a Retailers Sales are returned for various reasons. This can cause both a negative sales impact, and an increase in expenses. However smart strategies leveraging transaction information and the best of analytics can help manage Returns leading to a significant boost to the bottom line.

Advanced Analytics leveraging Customer behavior & historical transaction data can enhance a Retailers bottom line by as much as 5% of its annual sales

Minimize Fraudulent Returns

• Fraudulent and abusive returns cost retailers approximately $10-15B annually, accounting for nearly 10% of the return dollars
• 30% of the top 100 retailers actively use a returns solution that can verify if the receipt is valid, but cannot intelligently advise the store about the validity of the return

Treat Returning Customers Differentially

• Handling product returns should be an important component of a retailers CRM strategies
• Retailers should capitalize on product return occasions and treat them as additional touch points to strengthen their relationship with customers

Opportunities in Returns

Identify your best and most profitable customers. Customize your Returns policy to maximize revenues and repeat sales

Detect Fraud and Return Policy abuse using advanced analytics

Minimize additional expenses related to returns

Encourage Cross-channel synergies

• A cross channel return policy will create cross-selling opportunities. For example, retailers can encourage customers to shop in stores when they come to return online and catalog orders

• Handling returns costs US retailers over $165B each year
• Expenses related to returns such as product repackaging, markdowns and item disposition cost retailers even more
MERCHANDISE RETURNS - ANALYTICS DRIVING PROFITABILITY

OPTIMIZE RETURNS POLICIES BY ANALYZING RETURN PATTERNS ACROSS CUSTOMERS & PRODUCTS

REDUCE FRADULENT RETURNS USING PREDICTIVE MODELS

About Marketelligent

Marketelligent provides data analytics-based consulting and outsourcing services that help you make smarter business decisions. The firm is backed by senior professionals with experience across Consumer focused industries - Retail Banking, Consumer Packaged Goods, Consumer Retail, Telecom and Media. We offer an affordable global delivery model leveraging the best of domain expertise and analytic capabilities.

Our Clients

L’ORÉAL  Microsoft  BARCLAYS  times of money

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