ShipBob

Ecommerce Returns 101

The returns process can make or break your customer experience. ShipBob created this infographic to help you master ecommerce returns.

The State of Returns

Ecommerce returns are a big deal.

48%

of shoppers surveyed said they returned an online purchase in the last year.[1]

What product categories do customers return most frequently?[1]

43%	22%	12%	12%	11%
Apparel	Other	Consumer electronics	Home products	Footwear

In which cases will customers return an online purchase?[2]

Why do returns matter?

US merchants lost

$351B

in sales to returns in 2017.[3]

95% of shoppers who are happy with the returns process said they'll purchase with the same retailer again.[1]

Shoppers who are unhappy with the returns process are **3x more likely** to never purchase from that retailer again.[1]

Return Policy Preferences

of shoppers actively check the return policy before buying.[1]

of shoppers abandon checkout because the return policy is unsatisfactory.[1]

Which return policy elements prevent shoppers from completing a purchase?[1]

of online customers expect a refund credit within 5 days of returning merchandise.[1]

of customers would limit or stop shopping with a merchant that took too long to credit the refund.[1]

Reducing Returns

How can ecommerce retailers reduce returns?

CREATE CLEAR PRODUCT DESCRIPTIONS

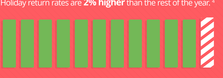
INCREASE RETURN TIME WINDOW

CONDUCT REGULAR PRODUCT QUALITY TESTING

IDENTIFY TRENDS IN COMMONLY RETURNED ITEMS

Returns Around the Holidays

Holiday return rates are **2% higher** than the rest of the year.[4]



1 out of 3

gift recipients returned at least one item during the 2014 holiday season.[4]

Peak returns day is

UPS estimates that 1.4 million packages are returned that day.[5]

5 million packages

are returned to retailers in the first week of January.[6]

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Returns are an integral part of the ecommerce process and can make a huge difference to the quality of your customer experience. Creating a great returns experience builds customer loyalty — and your bottom line.