



E-commerce is a booming industry. In 2020, e-commerce took all retailers by surprise due to COVID-19. But, there is a flip side to the flood of e-commerce orders - the tidal wave of returns. Here are some sure-fire ways your online business can provide a returns

Did you know that online retail sales in Canada grow by 10% each year?<sup>1</sup>

service that's convenient to your shoppers, and to your sales.

## What are the perks of a good e-commerce return policy?



**Avoid** missed sales!

80%

of shoppers won't purchase if you have a confusing return policy.<sup>2</sup>



customer loyalty!

96% of shoppers would repeat

purchase based on an easy returns process.



purchasing opportunities! 43%

would happily return

a product to a store, instead of mailing.



## Clearly calling out what can/can't be returned, refund type (full refund, store credit) and any other important information in your

terms and conditions, such as a return deadline.



# Place links in:

Make your returns policy easy to find.

Your website footer

- At checkout
- On each product page

In your FAQs

- In their cart
- On your website chat window, if applicable

49%

Offer free returns as an incentive to purchase.

Either as a general policy, or for a special offer.



**7III** 

Stay in the competition!

of retailers offer free

return shipping.<sup>5</sup>



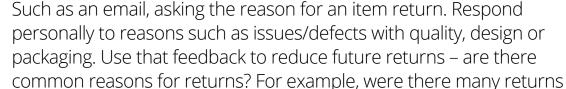
(if you offer free returns).

Collect feedback.

Supply a prepaid return shipping label.

Or the option to print a pre-paid return sticker





can prevent that issue from occurring in the future. Provide multiple return options. Returning in-store or via mail are both convenient options.

due to unclear descriptions? If so, create clear and comprehensive product descriptions (images, videos, detailed descriptions, etc.) that



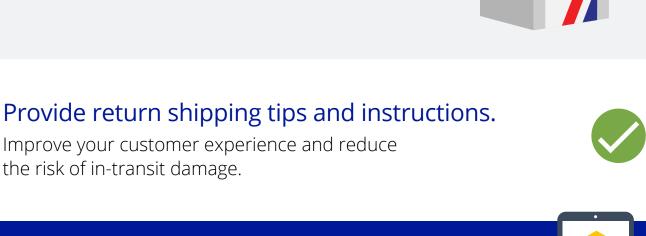
### of shoppers now mail their returns 42% due to COVID-19.6

More demand for mailed returns.

Improve your customer experience and reduce

E-commerce = more returns

the risk of in-transit damage.



-/IPurolator

### of all online orders are returned as compared >30% to 9% of brick-and-mortar purchases.6

Partner with a trusted delivery provider.

consistent and reliable delivery.



Convenient warehouse locations, so products can be quickly resold (where possible).

and a large network of drop boxes.

Large network of shipping locations meaning faster refunds for customers.

The option to return their delivery via courier

No handoffs to third parties, providing for

Contactless pickups from the customer's homes.

Learn more about improving your returns

process in our article.

Read article



Sources







<sup>2</sup> "UPS Pulse of the Online Shopper." Comscore. March 2015. https://www.ups.com/media/en/gb/OnlineComScoreWhitepaper.pdf <sup>3</sup> "2018 State of Ecommerce Delivery: North America Insights." MetaPack. 2018. 4"The State of Returns: What Today's Shoppers Expect." Narvar. 2018. https://see.narvar.com/rs/249-TEC-877/images/Consumer-Report-Returns-2018-4,3.pdf

6 "Has COVID-19 exacerbated online return challenges?" Retail Wire. July 2020. https://retailwire.com/discussion/has-covid-19-exacerbated-online-return-challenges/

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