

1 Returns solution,
5 department wins

Hi! Niels here.

-  Basketball
-  Eindhoven
-  Commercial lead
-  Partnerships
-  Personal branding

Tall lad with a hat!



retourstatus.
anno 2024.



1 in 10 consumers
causes unnecessary returns.

Source: *ShoppingTomorrow* research, *Get Rid of Returns*

Webwinkels

**Denk beter na over wat je
bestelt bij de webshop,
want het einde van de
gratis retourzending nadert**

Dit gebeurt er écht met de kleding die je retourneert

Vier paar schoenen, drie maten van die leuke broek, en nog twee shirts erbij. Online shoppen was nog nooit zo makkelijk, want hé: als het niet past, dan stuur je het toch gewoon weer terug? Nederlanders zijn Europees kampioen retour zenden. Maar wat gebeurt er eigenlijk met al die pakjes die jij weer de deur uit doet?

ANALYSE GRATIS RETOURNEREN

Webwinkels zuchten onder enorme kosten
gratis retourneren en experimenteren met
oplossingen

RETAIL

A more than \$761 billion dilemma: Retailers' returns jump as online sales grow

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@MELISSA_REPKO

SHARE    

Business | Sending it back

A tidal wave of returns hits the e-commerce industry

For retailers it is a tricky and expensive problem

Bijna de helft van mensen die online winkelen stuurde in 2020 iets terug, en dat valt mee

Nederlanders stuurden in 2020 bijna 23 miljoen online bestelde pakketjes retour, 7 procent van het totaal. Dat is minder dan voorheen, ondanks de coronacrisis en bijbehorende hausse aan online bestellingen.

Redactie 22 april 2021, 12:44

A return costs a webshop an
average of €12.50.

source: *Return to Noise*, NOS

23 million returns
per year 🇳🇱



530 million returns
per year 🇩🇪



retourpercentages per branch.

Fashion	55%
Shoes	30%
Jewelry	20%
Underwear	15%
Elektronics	15%



free shipping vs. returns per branch.

	Free shipments	Free returns
Fashion	81%	73%
Home & living	68%	53%
Jewelry	69%	54%
Electronics	57%	43%
Cosmetics	100%	75%



the impact of
return optimization.

return optimisation.

Shirt store

WILT U EEN PRODUCT RETOURNEREN? GEBRUIK DAN DIT FORMULIER OM TE RETOURNEREN.
MEER INFORMATIE OVER ONS RETOURNEERBELEID OP WWW.MALELIONS.COM/NL/SERVICE/SHIPPING-RETURNS/
NIEUW KUNT U UW RETOUR AANMELDEN EN ONTVANGT U EEN RETOURLABEL.

NAAM: Piet Janssen

ORDERNUMMER: ORD 065012#12/3 TELEFOONNUMMER: 177

BETAALMETHODE: Wilt u niet de betaalmethode?

BESTELLINGEN KUNNEN UITSLUITEND BINNEN 14 DAGEN GERETOURNEERD WORDEN
RETOURN ZONDER FACTUUR / PAKBON WORDEN NIET BEHANDELD

REDEN VAN RETOUR

☒ MAAT (TE KLEIN/TE GROOT)
☒ PASVORM (MODEL NIET NAAR WENS)
☐ KLEUR (KLEUR NIET ZOALS VERMAGT)
☐ DEFECT PRODUCT
☐ ANDERS, NAMELIJK: T-shirt naar gewild maatmaat anders. Opgevoerd de hand opgevoerd dit.

DEZELFDE ARTIKEL GIEFT ONGEGROND, VERVOLGENDEN NIET ALLE GELEIDE TOE ZIEKEN NIET VERVOLGEND, TE WORDEN
NIET CORRECT GELEIDE PRODUCT

RETOUR OPTIES

☒ TERUGBETALING
☐ RIJLEN VOOR EEN MAAT GROTER
☐ RIJLEN VOOR EEN MAAT KLEINER
☐ RIJLEN VOOR EEN ANDER PRODUCT, NAMELIJK:

☐ ANDERS, NAMELIJK: (U EEN TERUGBETALING IS RETOURNEN VOOR DEZEN BEHOEVEN)

SALE ARTIKELEN KUNNEN ALLEEN ONDERUUD WORDEN
OF GEWILD WORDEN TOEGENOMMEN

RETOURVERWERKING EN EVENTUELE TERUGBETALING
KAN TOT € 15 ONGEN DUREN

before

SHIRT STORE

Basic Tee
Black | XL | €29,95
< 0 >

Tumbler
White | €35
NL-01234567
0581928191
< 1 >

Return reason
Product is damaged

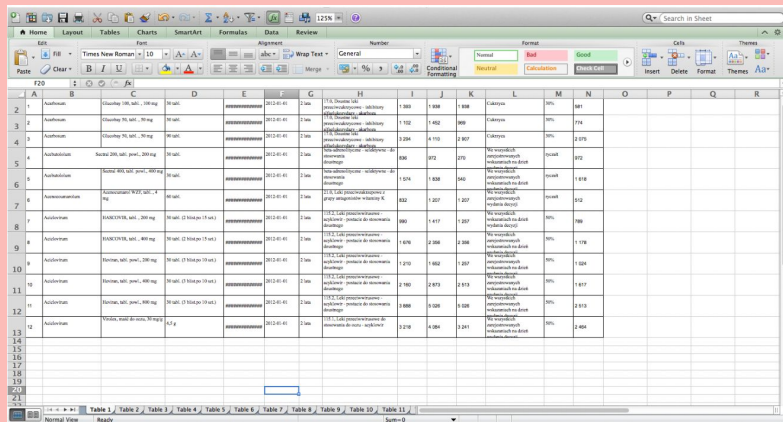
Please upload a photo of the damage

Upload a file
PNG, JPG, GIF up to 10MB

Continue return request

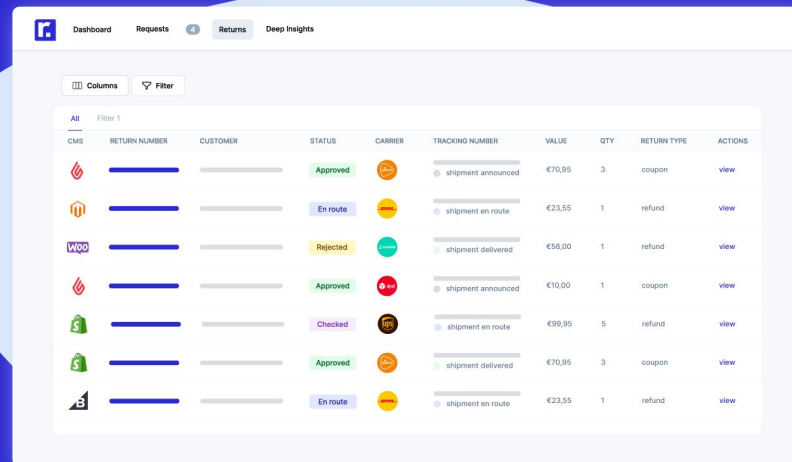
after

return optimisation.



The screenshot shows a Microsoft Excel spreadsheet with a large table of data. The table has columns labeled A through R and rows numbered 1 through 12. The data appears to be organized into multiple tables or sections, with some rows containing formulas or references. The interface includes the standard Excel ribbon with tabs like Home, Layout, Tables, Charts, SmartArt, Formulas, Data, and Review. The status bar at the bottom indicates 'Normal View' and 'Ready'.

before



The screenshot shows a web application dashboard with a table of return data. The dashboard has a navigation bar with links for Dashboard, Requests, Returns, and Deep Insights. The table has columns for CMS, RETURN NUMBER, CUSTOMER, STATUS, CARRIER, TRACKING NUMBER, VALUE, QTY, RETURN TYPE, and ACTIONS. The data is organized into rows, each representing a return. The interface includes filters and sorting options.

CMS	RETURN NUMBER	CUSTOMER	STATUS	CARRIER	TRACKING NUMBER	VALUE	QTY	RETURN TYPE	ACTIONS
Woo			Approved	DPD	shipment announced	€70,95	3	coupon	view
Woo			En route	DPD	shipment en route	€23,55	1	refund	view
Woo			Rejected	DPD	shipment delivered	€56,00	1	refund	view
Woo			Approved	DPD	shipment announced	€10,00	1	coupon	view
Woo			Checked	DPD	shipment en route	€99,95	5	refund	view
Woo			Approved	DPD	shipment delivered	€70,95	3	coupon	view
Woo			En route	DPD	shipment en route	€23,55	1	refund	view

after

ValueBombs





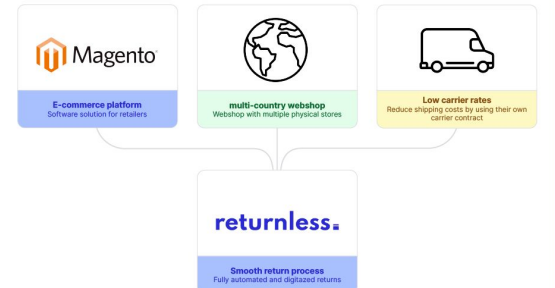
*"Processing a return went
from 4.5 to 2.5 minutes."*

Eveline Jansen - Customer succes manager

Return challenges:

- ✗ Unclear and complicated return process.
- ✗ Many return questions in customer service.
- ✗ Lack of a local partner to support return policy.

tech stack.





- **95% transparency** on incoming returns
- Time wizard! Handling a return only takes **2.5 minutes**



- **10% less returns** due to return policy rules.
- Less pressure on Support team + 30 seconds to process return by CSM
- Overall a **workload reduction** of 59.8%



- **Multi carrier strategy** on international level
- Webshop optimization with **returns data**



- **Payments & Giftcards** automated
- From 3FTE to **1FTE**



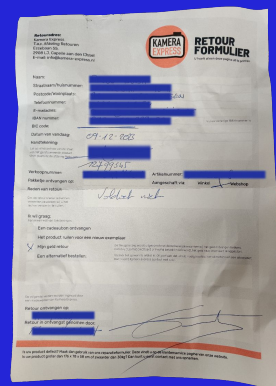
*"We have improved from an average of 8 to 5 minutes for
handling one return."*

Jelle Lagendijk - Senior Service Employee repairs & returns



Return challenges:

- ✗ No understanding of what, when and why a product is returned.
- ✗ Decoding handwritten return forms.
- ✗ Despite the low return rate, still many returns due to high sales volumes.
- ✗ Multiple return flows, all of which required separate handling.
- ✗ Customers had many questions due to the unclear return process.
- ✗ Returns handling took a lot of time: an average of 8 minutes to handle one return.



Tech stack:



Platform

Novulo



Returns

Returnless



- **90% transparency** on incoming returns.
- Time wizard! Handling a return only takes **5 minutes** instead of the 8 we had first.



- Better positioning of product on **webshop + community**
- Webshop optimization with **returns data**



- Return requests related to *price differences* are automated which **prevents 5% of returns**.
- **Repairs & warranties** are included in the return flow, going
- from 3 return flows into **1 return flow**.



Caruba Selfie Stick Plug & Play
€84.95

Return reason

- Product does not meet expectations
- Product differs from website
- Wrong product delivered
- Product is defect
- ☒ Better price available

Notes

Dear,
Thank you for your request. Please send us a link to the competitor's offer. Thank you in advance!
Kind regards,
Support Kamera Express



“Het is op twee knoppen drukken en de creditering is verwerkt, waar we voorheen wel twee minuten per retour bezig waren, kost het ons nu nog maar twee seconden.”

Mascha Brekelmans - E-commerce Coördinator

Return challenges:

- ✗ Omslachtig en overzichtelijk verzend process met MyParcel.
- ✗ Drie afdelingen veel tijd kwijt bij de verwerking van slechts één retour.
- ✗ Geen strakke alignment with Fulfilment partner.
- ✗ Weinig inzicht in retouren en de echte redenen.
- ✗ Veel fysieke rompslomp en onduidelijkheid in warehouse, en voorraad niet overzichtelijk.
- ✗ Klachten en onduidelijkheden rondom retouren bij de klant.

Tech stack:



CMS

Lightspeed



Fulfilment

Surlogic



Retouren

Returnless



- **Product update** based on returns data.
- specific product returns **dropped with 60%.**



- **Less manual labor**, which results in more time to really help
- **Fulfilment synch** is way smoother.



- **85% tijdsbesparing** per return.
- **More grip** on incoming returns + reasons



Retourformulier

Is het product toch niet helemaal naar wens? Vul dan hieronder je gegevens in en je ontvangt een retourlabel of we nemen contact met je op. Zieba we je retournering het snelst mogelijk, zodat we het aankoopbedrag binnen 5 werkdagen naar je terug.

Ordernummer

E-mailadres

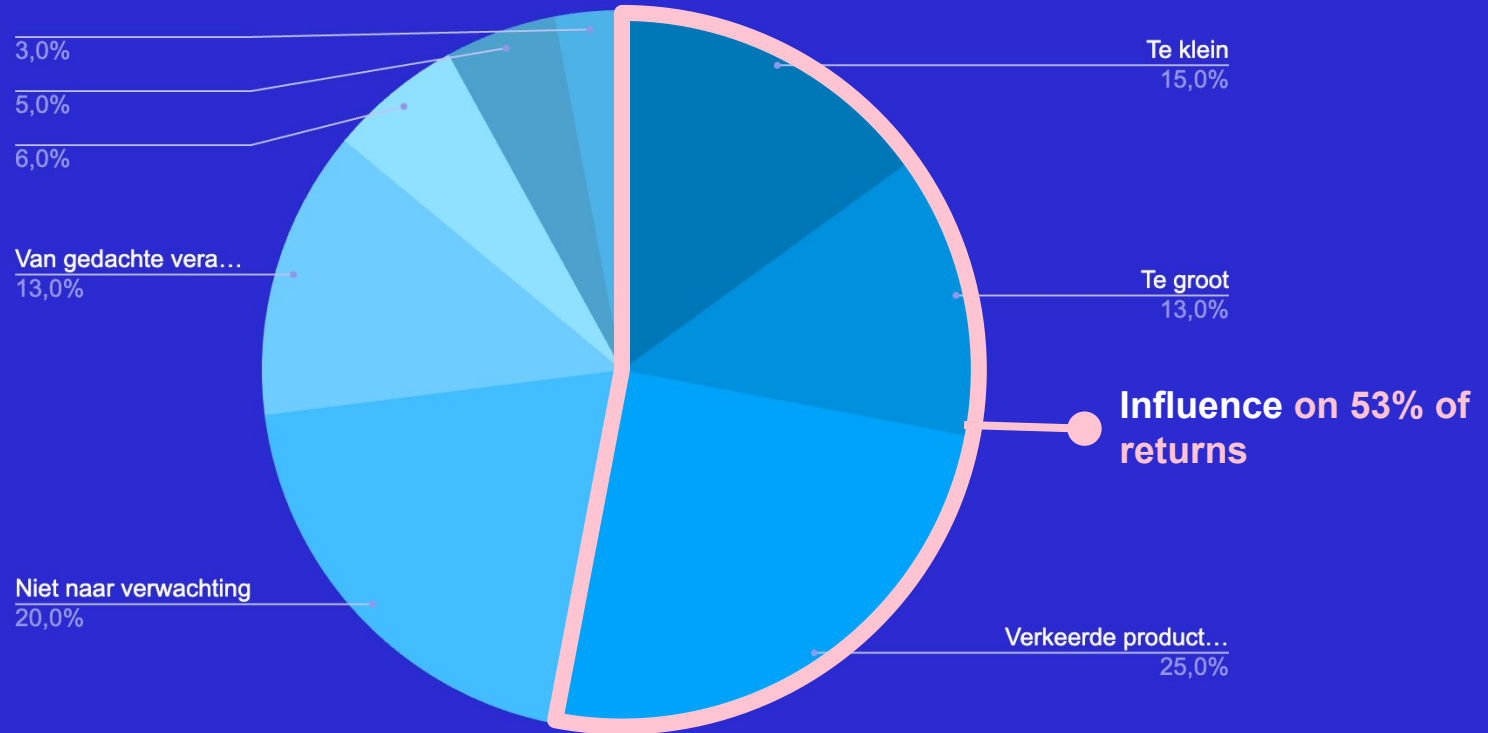
Naamgegevens.nl



★★★★★  een jaar geleden

Het pakket was goed verpakt. Het kwam netjes en snel na het bestellen aan. Eerste x kocht ik iets wat qua kleur voor mij niet uitkwam. Retour sturen ging ook erg gemakkelijk en het geld stond zo weer op de rekening. HULDE! Daarna de nieuwe matten besteld. Bij een vraag over een hoe een hoes van een yogakussen te vervangen. Kreeg ik ook snel antwoord. Fijn hoor!

return reasons. at the range level.



return reasons. at the product level.

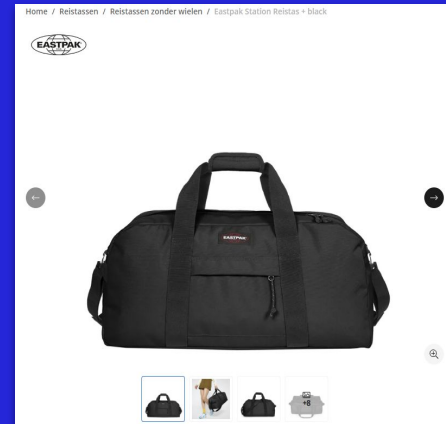
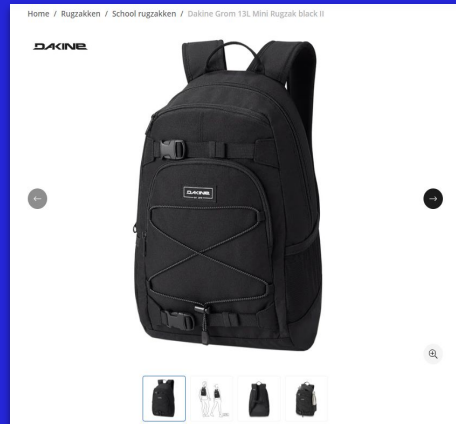


EXTRA ValueBombs 🚀

Small range (1%)

=

Large proportion of returns (17%)



*"The return rate has dropped
from 43% to 29%."*

travelbags



Preferred solution

- ☐ Refund my money
- ☒ Refund using store credit Free return
- ☐ Repair the product and send it back to me Free return

Tip!

Offer free returns
on coupons.



Niek de Haan
Henk van den Broeklaan 77
5626 HA Eindhoven
Nederland

Coupon code (€49,99)

811ZLY33DZWI 

"35% of our customers choose a coupon instead of a refund."



trigger automatic
refunds.



Trigger

Request created

Conditional

- ✓ Return reason is 'I changed my mind'
- ✓ Return order value is less than €100,-
- ✓ Amount of customer returns is less than 3



Action

Create return



Trigger

Shipment delivered



Action

Change return status

Status changed to arrived at warehouse



Action

Create refund

okay.

summary.



customer experience.

- Better reviews
- Higher customer loyalty



customer service.

- Fewer customer service questions on returns.
- Higher customer satisfaction



logistics.

- Grip on what may be returned.
- Understanding when returns come in.
- Faster handling time.



e-commerce.

- Reduce return rate with insights from return data.
- Improve your assortment
- Optimize profitability of your online store.



finance.

- Make refunds easily and faster.
- Retain sales by offering coupons with shopping credit.

meet our customers.



PROHIBITED

travelbags

handyhuellen.de

sTollMe

HAY

Lucardi
juwelier-

my
JEWELLERY

▼
BRANDFIELD

DAILY PAPER

ROSEFIELD
AMS|NYC

S U I T S U I T

FLANEUR HOMME



Takeaway.com

Mafelions.

STUDIO ANNELOES

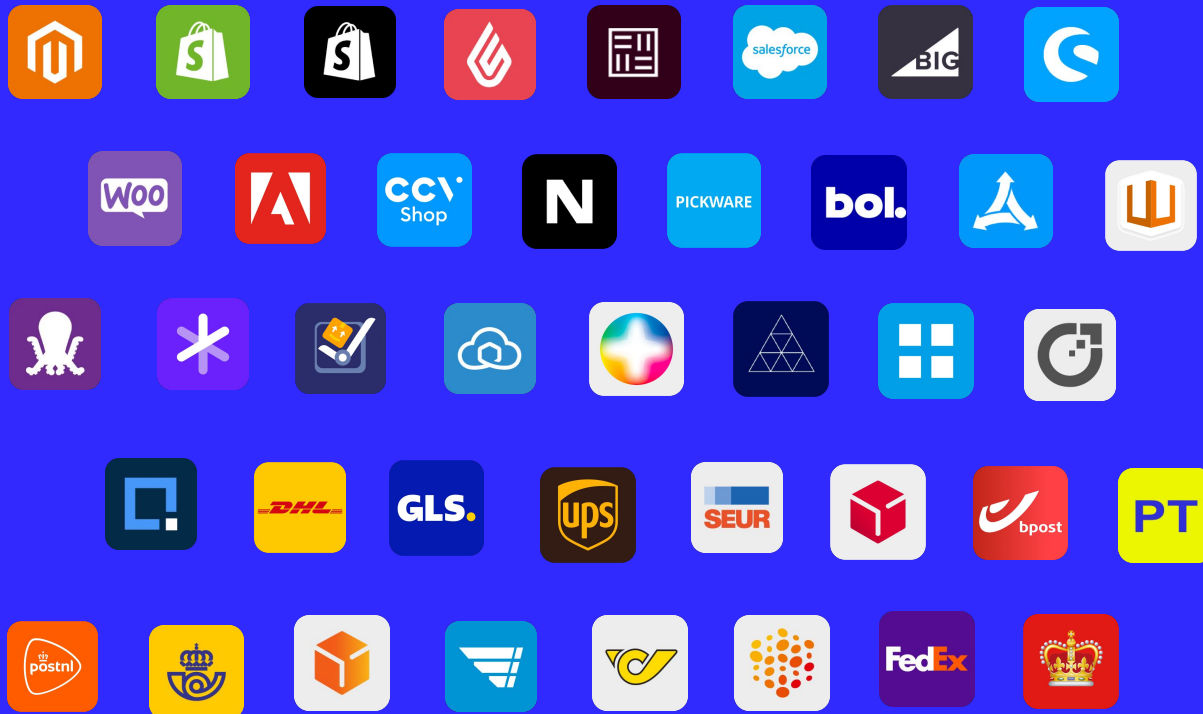
Floris van Bommel

FABienne CHAPOT

Pearle
opticiens

and many more...

our integration partners.



kei bedankt!

Niels Bergmans

Commercial Lead

niels.bergmans@returnless.com

Tall lad with a hat!



customer experience fun facts.

With a pleasant return experience, 75% - 100% buy again from the online store, and make up to 3 times more repeat purchases.

Source: PostNL, Return Magazine

50% say they would switch to competitor when the return experience there is more positive.

Source: Emerce, How logistics experience affects customer satisfaction

pricing.

How many **monthly returns** do you have?



operate.

€189 / month

Billed annually. Get started easily with our basic features
- Just plug & play.

TRY FOR FREE

integrate.

€249 / month

Billed annually. Fully connect your store with access to all our integrations.

TRY FOR FREE

automate.

€319 / month

Billed annually. Create advanced workflows and use automations for the most sweatless return experience ever.

TRY FOR FREE

headless.

Let's talk

Build your own return portal with our API. Develop your own creative designs powered by our returns engine in the backend.

MORE INFO