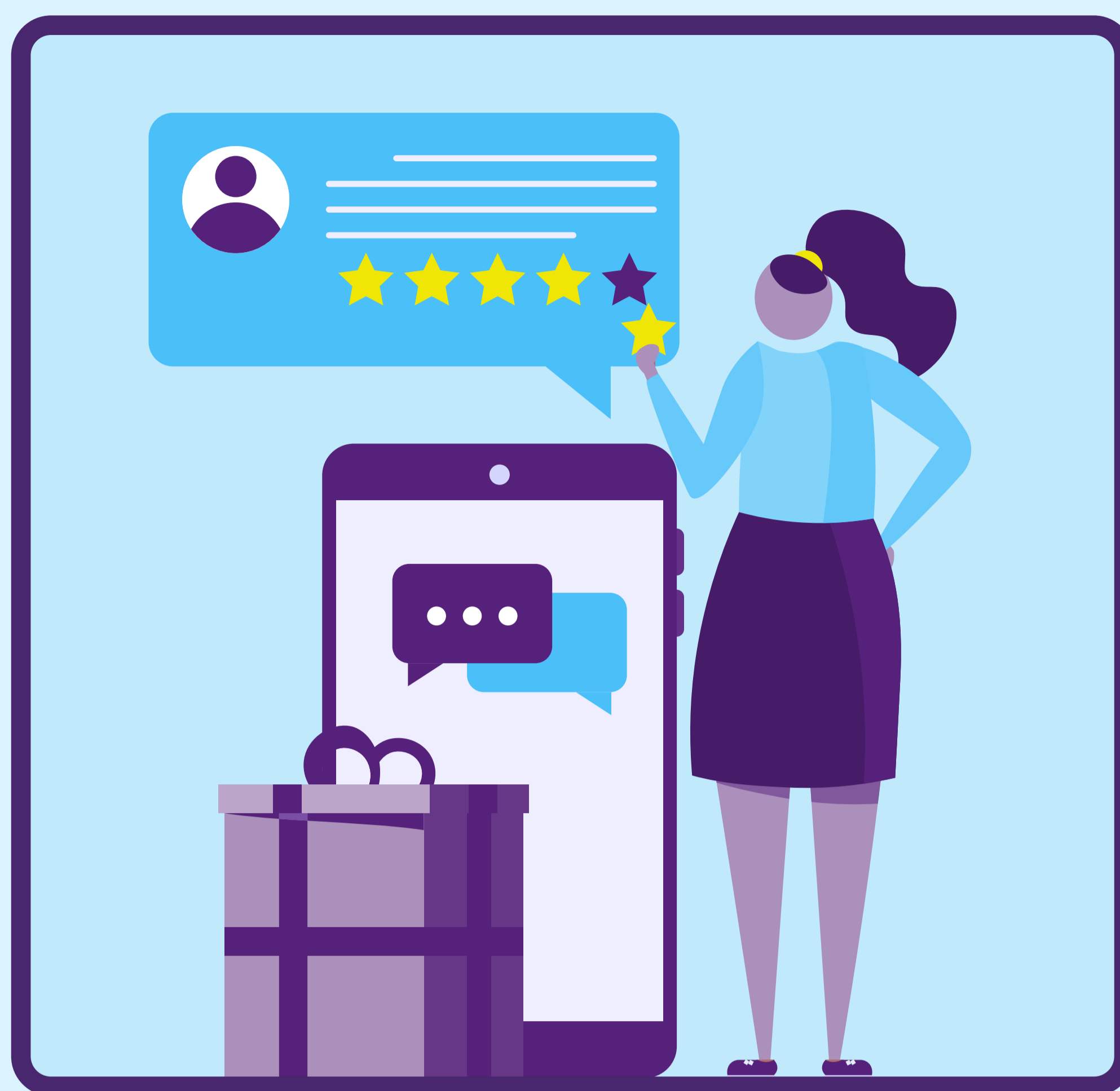


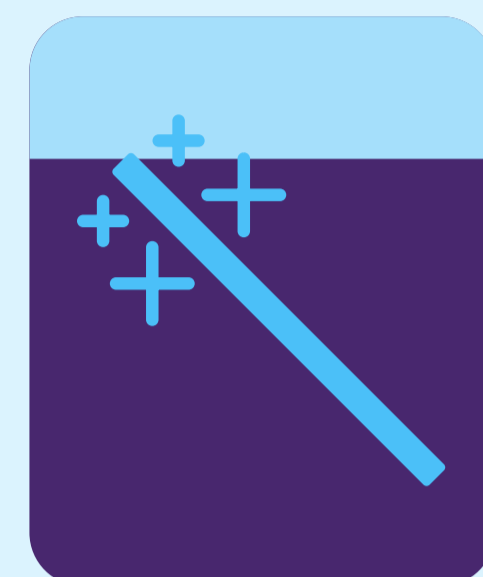
THE RETURNS EXPERIENCE IS **CRITICAL** TO CUSTOMER SATISFACTION AND RETENTION



84%
said the returns experience is important with regards to their opinion of a retailer



83%
said the same for delivery and payment



3/4s
of respondents feel retailers' returns experiences need to be better

WHAT TURNS CONSUMERS OFF...

60% have a problem with **RETURN SHIPPING FEES**

40% said when it took a **LONG TIME** to secure a refund

38% said if the returns policy window was **TOO SHORT**

WHAT CONSUMERS WOULD PREFER...

68% of respondents said **FREE RETURNS**

45%
said convenient locations to return an item(s) to

41%
said communications and visibility (tracking the parcel, confirmation of receipt, refund information, etc.)

44%
said reusable/resealable packaging that can be used for returns

38%
said being refunded once the item has shipped

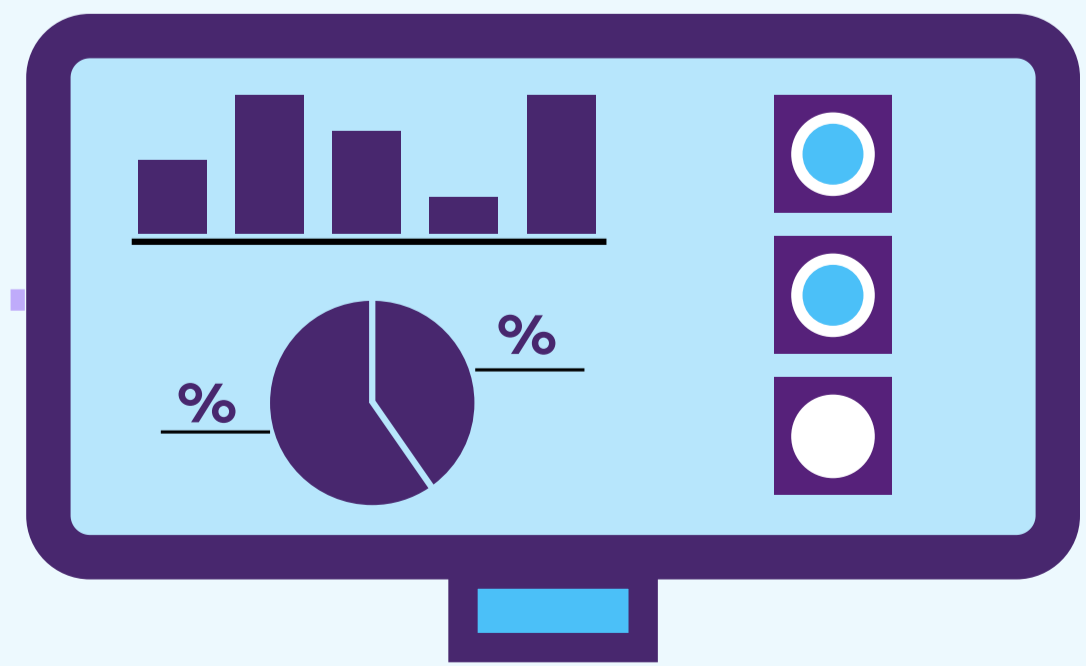
33%
said no-label returns

DODDLE VIEWPOINT CUSTOMERS WILL BUY MORE FROM YOU IF YOUR RETURNS WERE EASIER AND FREE

Make returns easier by focusing on improving your customer experience...



Make returns free by reducing the cost of your returns



The best way to do that is to digitalise the returns experience and use actionable insight and technology to reduce the costs