UNISHIPPERS®

THE SHIPPING COMPANY THAT WORKS FOR YOU.®

STREAMLINING YOUR E-COMMERCE RETURN PROCESS

As most small and mid-sized businesses (SMBs) know, dealing with returned shipments can be a hassle. However, if you don't take the time to properly plan your return policy, inefficient processes and unhappy customers can quickly eat into your profit margins.
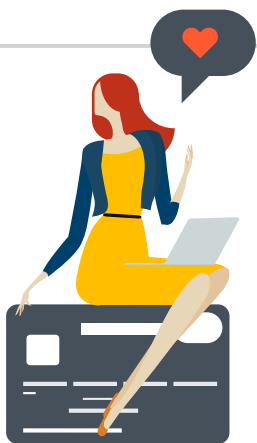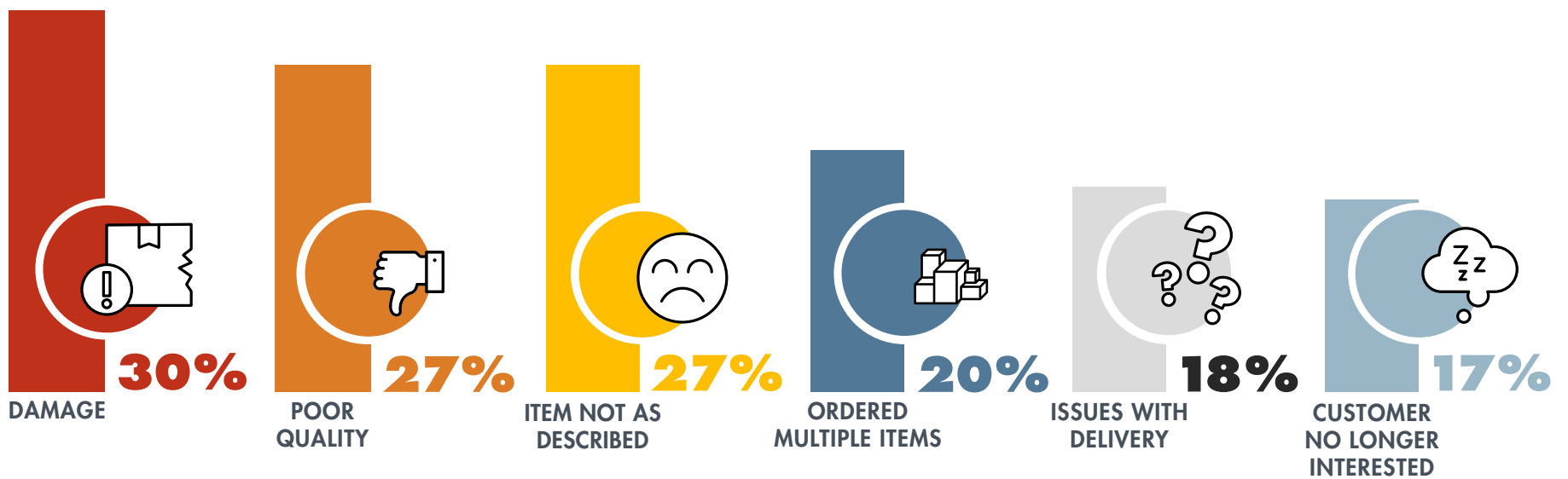
READ ON TO LEARN HOW YOU CAN STREAMLINE YOUR E-COMMERCE RETURN PROCESS FOR SUCCESS.

UNDERSTANDING RETURN REASONINGS

By determining why your customers are making returns, you can take steps to remedy the problem — protecting your profit margins, while keeping customers happy.

According to consumers[1], the most common reasons for returned products are:

30%	27%	27%	20%	18%	17%
DAMAGE	POOR QUALITY	ITEM NOT AS DESCRIBED	ORDERED MULTIPLE ITEMS	ISSUES WITH DELIVERY	CUSTOMER NO LONGER INTERESTED

OPTIMIZING YOUR RETURN PROCESS

Unfortunately, returns are sometimes unavoidable. But by providing a positive return experience for your customers, you can help ensure they shop with you again.

Create a positive return experience for your customers by:

96% OF CONSUMERS WILL SHOP WITH A BUSINESS AGAIN IF THEY HAVE A SMOOTH RETURN EXPERIENCE[2]

CLEARLY COMMUNICATING YOUR RETURN POLICY
61% of shoppers look for a return policy prior to purchasing[3]

INCLUDING RETURN LABELS WITH SHIPMENTS
Effortlessly create return labels for every shipment with Unishippers' Express Manager™ platform

COMMUNICATING WITH CUSTOMERS
Keep customers informed of their order and refund status with email or text notifications

PROTECTING SHIPMENTS FROM DAMAGE WITH STRONG PACKAGING

OFFERING FREE RETURN SHIPPING
69% of shoppers say they're deterred by having to pay for return shipping[2]

CREATING INTERNAL PROCESSES FOR RECEIVING, INSPECTING AND RESTOCKING RETURNS

PRIORITIZING CUSTOMER SERVICE
80% of consumers will stop shopping with a company due to poor customer service[4]

Contact Unishippers to learn how we can optimize your e-commerce shipping strategy — making the returns process painless for your business AND your customers.

UNISHIPPERS.COM

1. Statista (2019). Reasons for Returning Online Purchases According To Online Shoppers Worldwide.
2. Narvar Consumer Report (2018). The State of Returns: What Today's Shoppers Expect.
3. UPS (2019). Pulse of the Online Shopper™ Report.
4. HubSpot Research (2018). Consumer Customer Support Survey.