OPLOG

Seamless Returns Management

THE ULTIMATE GUIDE

RETURNS MANAGEMENT FOR E-COMMERCE BUSINESSES

One of the processes that need to be paid attention to for e-commerce businesses is returns management. Returns management is a multifunctional process that occupies a large area in the supply chain. The returns management process should be managed directly in coordination with units such as marketing, sales, customer services, and especially e-commerce logistics. A malfunction in any department may adversely affect the entire process of returns management.

What is Returns Management?

Returns management is the supply chain process that starts with the return of a product by a consumer after the product reaches to the consumer. It ends with reverse logistics, gateway, and destruction.

What is the Process of Returns Management?

The returns management process is a structure that starts with accepting the return of the product. It includes the examination of the return and the stages of taking the product into stock or sending it for recycling in line with the review. Some sources define the process of returns management as "reverse logistics".

In general, the process of returns management consists of three steps. However, these steps may vary according to the needs of the business.

#1

return from
the customer

#2

received returned
product by
the business

#3

review of
the return
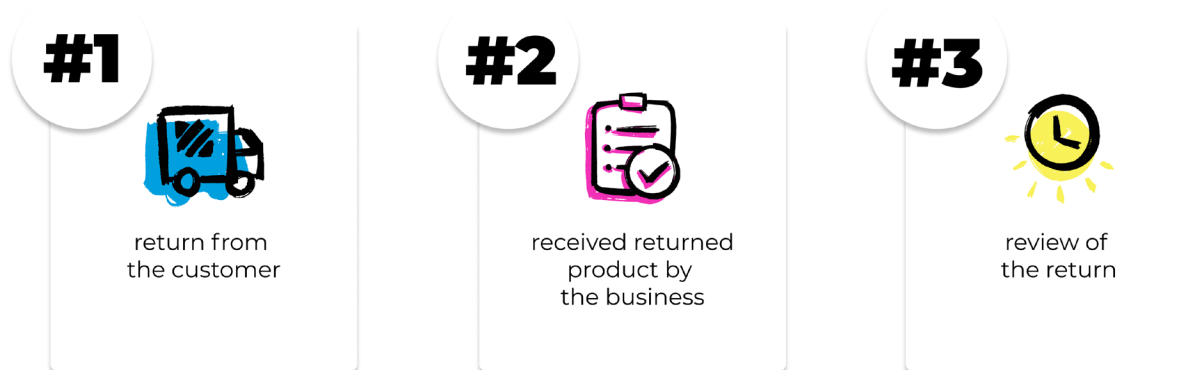
Returns, the most important and problematic part of e-commerce, are under OPLOG's control. You can track processes such as controlling returns, sorting out resalable products, and updating stocks through our platform.

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DRAWBACKS OF RETURNS FOR E-COMMERCE PLATFORMS

Returns of the sold products do not cause any loss for customers. However, this situation leads to material and moral losses for the e-commerce platform. Therefore, returns are the most severe problems for an e-commerce platform when considering the costs listed below.

Shipping Costs

Shipping cost is the damage that brings extra costs for companies during the shipment process. Although it is a cost to ship a product after it is sold, it is a profit, and it must be stated that it is hidden. The product brings an extra charge to the returns process. The shipping process is an unexpected situation and it may occur for more than one product. This situation triggers constant additional expenses during the day.

Packaging Costs

When businesses resell their products on their e-commerce platforms, packaging expenses lead to increase operational costs in the long run. Thus, the packages must not be opened or damaged, for order return must be set as a condition by e-commerce businesses. However, there are cases where this condition is often ignored.

Employee Expenses

Consumers usually go through the call center to generate product returns, which means allocating extra time and effort for the staff. More center staff will also be needed when returns multiply because of more return calls. In such a case, the process of returns causes more financial problems. Considering all these details, it is a severe issue for e-commerce platforms.

HOW TO OPTIMIZE RETURNS MANAGEMENT?

1.   Specify Returns Policy

Use precise language and graphics to describe your returns policy to deliver transparent messaging to your customers. Stand out with your returns policy and let customers know what they should expect before clicking the buy button. Unexpected processes disappoint customers and can lead to dissatisfaction and potential loss of business. Therefore, you should be clarifying the policy and communicate to customers the returns service they will receive.

2.   Pay Attention to Your User Feedback

User feedback is essential for creating customer loyalty and the first image given to new customers. Once you know the reason for the consumer's return, you can start working on the points that can improve your product. For example, if returns have increased due to the arrived damaged product, you might want to work on warehouse processes.

3.   Free product returns

It is a fact that there are costs to return the products, so you should not reflect these costs to your customers. Mostly, e-commerce businesses provide a general offer for free or paid returns.

Customers are likely to buy products that have free returns. Once customers know that they can return their purchases for free, they might be more satisfied and will make another purchase in the future.

4.   Put a return receipt with the delivery

Printing a return receipt is a challenge if your customers do not have printers. Provide your customers a clear instruction on product returns and printed return receipt. Consequently, your customers might stay satisfied, and your e-commerce business can keep your inventory updated, so you can go back and sell again.

5.   Offer sales support

Sales support is a great way to secure a deal while helping potential customers find the right product. Returns are usually encountered when the product does not perform as expected. That's precisely why providing sales support during the sales process will decrease the number of returns.

6.   A strong returns policy process

While building your returns policy processes, the consumer's vulnerabilities set clear rules so that you don't let them take advantage of it. For example, while some consumers buy a large-sized t-shirt, they specifically order a medium-sized t-shirt at the same time. After they receive their products they usually return the one that doesn't fit their size. To prevent this issue, you need to implement strict policie

7.   Use Videos

Regardless of the products you sell, the photographs taken might affect the consumers' ideas of the product by misleading them in terms of functionality. In this case, videos are beneficial and let customers know what the consumer is buying.

8. Emphasize environmental awareness

Share informational messages and content with your customers about the carbon emissions and environmental pollution caused by the process of returns. Over time, these contents will make your customers more aware of environmental issues and lead them to reduce unnecessary returns.

9. Partner with professionals for order fulfillment service

Order fulfillment is separated from traditional logistics activities with the help of end-to-end track and trace services, including unified inventory control an integral buying and returning experience. Fulfillment service can provide many opportunities for your e-commerce business to minimize operational issues in process management. It delivers highly efficient return management processes and provides a platform to track operations such as controlling returns, sorting out resalable products, and updating stocks.

We stock your products in our smart warehouses, prepare your orders and manage your delivery processes with end-to-end fulfillment services enhanced with technology.

Request a Quote

Seamless Returns at OPLOG

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Why OPLOG?

Picking, packing, and shipping are time-consuming for your e-commerce business. Partnering with a fulfillment service could be the solution to solve your logistics obstacles, which would allow you to focus on customer service and grow your business.

Partnering with 3PL like OPLOG could provide you unlimited benefits, including decreasing operational costs, increasing customer satisfaction, and improving operational efficiency.

OPLOG provides end-to-end track and trace services, including unified inventory control, returning experience, and transparent e-logistics technology. All systems are easily integrated into a solid warehouse and transport network to maximize efficiency and deliver unbeatable customer satisfaction. OPLOG also ensures an outstanding customer service experience and value-added service. It delivers highly efficient order fulfillment with streamlined inbound, outbound, and aftermarket logistics support.

Learn More About OPLOG

OPLOG is a technology company that aims to accelerate the growth of e-commerce businesses with software and robotic powered fulfillment.

OPLOG provides an international fulfillment network and the ability to track all the inventory and operational processes in several OPLOG warehouses from one screen.

OPLOG takes care of all the storing, picking, packing, and shipping operations after the 'Purchase Button' and lets e-commerce businesses focus on growing their brands