

Turning returned parcels into repeat customers

Increase brand loyalty and repeat sales, while managing the cost and complexity of cross-border returns

30%

of all products ordered online are returned (Invesp)

35%

of shoppers regularly check the returns policy before purchase (MetaPack's Consumer Research Report 2018)

56%

of shoppers say that an unfavourable returns policy has deterred a purchase (MetaPack's Consumer Research Report 2018)

92%

of consumers who had a good return experience, buy again with that retailer (IMRG)

MetaPack Returns – turning returned parcels into repeat customers

Customers expect the returns process to be as easy as possible. Retailers and brands need to differentiate with an innovative post-purchase customer experience that reduces the rising costs of an increasingly complex returns landscape.

MetaPack Returns offers the capability to provide a combination of pre-printed returns labels, a branded returns portal and an international returns solution. This unique combination of services gives retailers control of their returns offering. It gives visibility of their returns activities whilst ensuring the consumer has choice and flexibility.

Via a branded portal, consumers can return items with ease, by post, collection, store or drop-off locations. MetaPack Returns provides fast refunds and a great customer experience that increases loyalty and repeat sales.

With MetaPack Returns you can:

- Promote brand loyalty through a great consumer experience with faster refunds and dynamic returns labels provided in less than 60 seconds
- Support customer service teams by tracking and managing returns in-flight and improved insight for buying and merchandising decisions by understanding trends and root causes
- Reduce the cost of international returns with access to local returns addresses and consolidation

Enhancing the Customer Delivery Experience

By providing consumers with the choice of either a pre-printed label in the box or a dynamic returns portal, retailers can improve the convenience of their returns. The inclusion of accurate tracking data means that retailers are able to offer faster refunds to certain customers for returns in flight.

The MetaPack Returns solution also provides consumers with greater choice and convenience by offering a number of returns options:

- By Post: using an on-demand label. Overseas, this would be to a warehouse in country.
- Drop-Off: locations via city, address or using 'near me' functionality.
- Collection: where available, from a location of the customer's choice.
- Return to Store.

Rapid Deployment

MetaPack Returns customers can deploy pre-printed labels using their existing integration to MetaPack Delivery Manager and can easily integrate an order feed into the Returns Portal, which is:

- integrated to 26 order management and warehouse

management platforms

- integrated to over 60 returns services and 300k PUDO points in 200+ countries

MetaPack implementation support includes consultancy, branding and configuration guidance.

In-Country Warehousing and Consolidating Optimises Costs

MetaPack's free returns consultancy service provides expert advice on the selection of returns services, rates and operational guidance on warehousing and consolidation providers.

The Returns Portal enables in-country warehousing and cross-border consolidation. This provides consumers with a local experience, whilst allowing retailers to reduce the costs of cross-border returns. Retailers report savings of as much as 57% over individual OTC returns label rates. Consolidation on a daily, weekly or monthly basis can be determined by volume and re-stocking policies.

The deployment of returns supply chain and policies can be managed through MetaPack's Delivery Manager and Returns Portal software.

