



ENTERPRISE  
CARRIER  
MANAGEMENT

# Why Returns Matter

Every retailer wants to avoid returns - but they can actually have a real impact on sales.

## Here's why...

**78%** of consumers look at the returns policy when choosing where to shop\*

There's no getting away from it – returns are massively important to customers. A good returns policy gives them confidence to spend!

\*IMRG/GFS Consumer Home Delivery Review 2019/20

1

**85%** have a preference of how they would like to return a parcel

2

As experienced online shoppers, consumers already know how they would like to return a purchase - even before they click buy.

**1 in 5** customers abandon a purchase because they were unhappy with the returns policy

3

If their preferred returns option isn't available, or if the returns policy is unclear, complicated or long-winded, customers will just not take the risk and shop elsewhere.

4

**35%** of consumers over-order with every intention to return

You can actually use returns to persuade your customers to buy MORE. Even if your customer is unsure, returns can persuade them to buy – and there's a chance they may decide to keep the order anyway.



**92%**

of consumers will commit to buying from a retailer again if the returns process is easy\*

\*https://www.invespro.com/blog/ecommerce-product-return-rate-statistics/

5

Above all, customers are more likely to come back and buy again if returns are easy and convenient – and will avoid a retailer altogether if they're not.

## Perfecting the art of returns

**GFS Global Returns Pro** is the first choice for expanding eCommerce businesses wanting a fast and affordable solution to simplify global returns and give customers a high-end experience - without the high-end cost.

**Exclusive Launch Offer**  
12 months for the price of 10, plus no set up fee if you sign up before 30th Sept 2020.

**REGISTER TODAY**

Get access to **200+ global returns services** in as little as 24 hours – Find out about GFS Global Returns Pro.

Take advantage of our exclusive offer - get 12 months for the price of 10 if you sign up before 30th Sept 2020, plus plus no set up fee!

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