

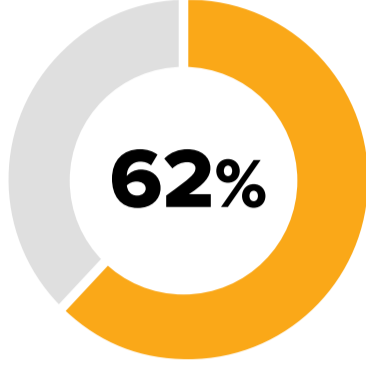


Returns Unwrapped

Returns are a challenge for shoppers and retailers alike. Yet retailers have to consider shopper sentiment and behaviors when creating returns policies, processes, and technology. In 2023, Optoro surveyed 1042 people in North America between the ages of 18 and 71 to uncover potential latent expectations from shoppers and recommend where retailers can turn the disappointment of a return into delight and greater lifetime value.



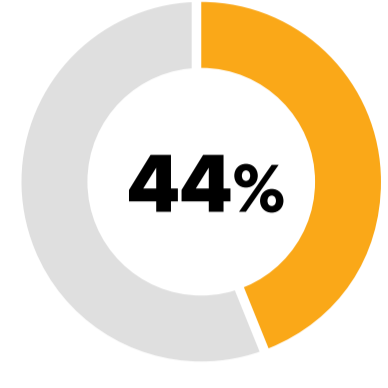
Charging for returns comes at a cost



say they **won't initially shop with a brand** if they charge for return shipping



When **ranking the most important factors for a return**, the majority of shoppers said free return shipping



say it's **never acceptable** to charge for return shipping

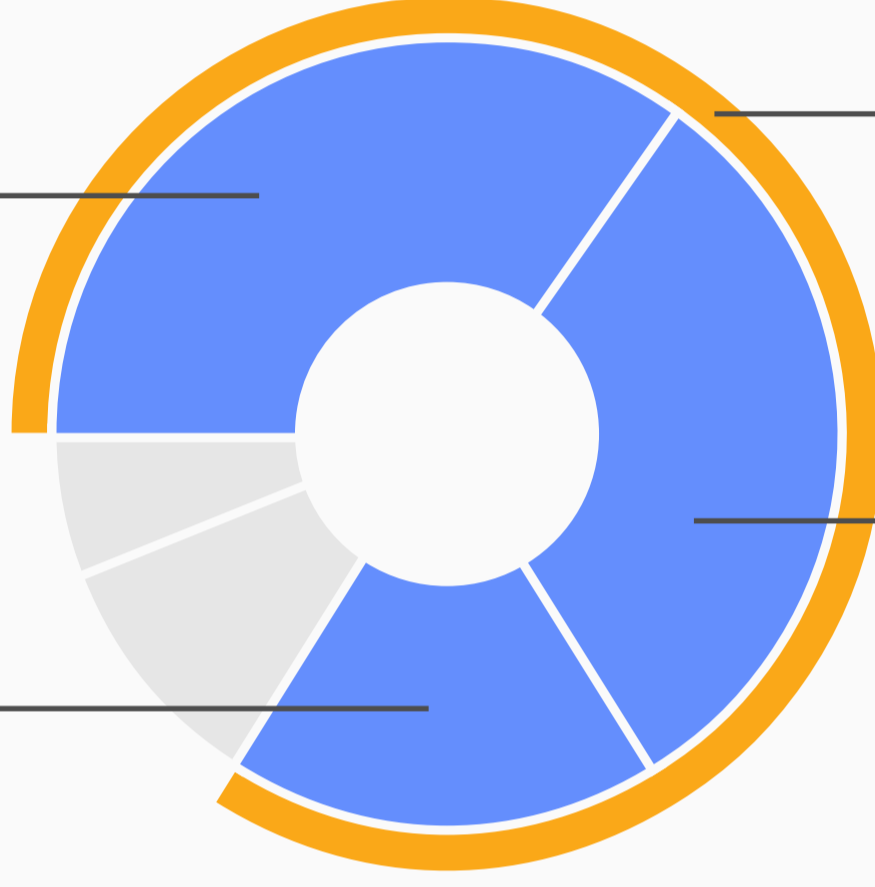
Convenience continues to be king for shoppers



35% struggle to find the time to make a return



18% don't have easy access to a printer

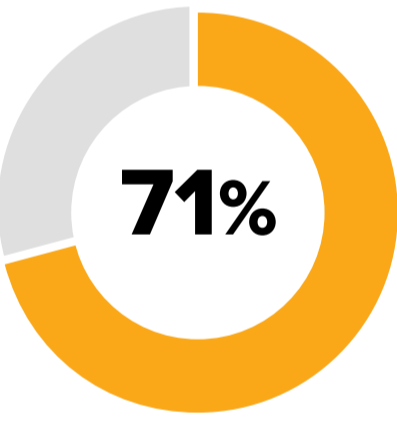


85% of respondents take longer to make returns because they're **inconvenient**

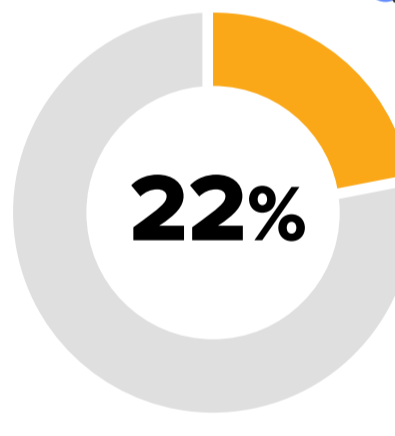


32% don't have access to easy returns options, such as not being close to a drop-off location

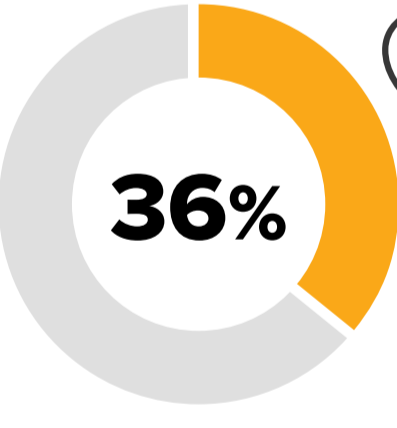
Retailers need a variety of return methods



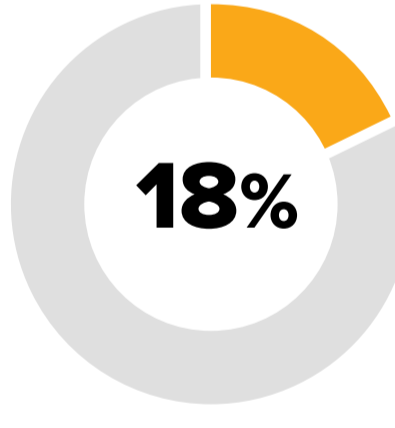
prefer to **drop-off a return** versus mail it back



care **MOST** about being able to **drop off a return** without printing a label or packaging the return



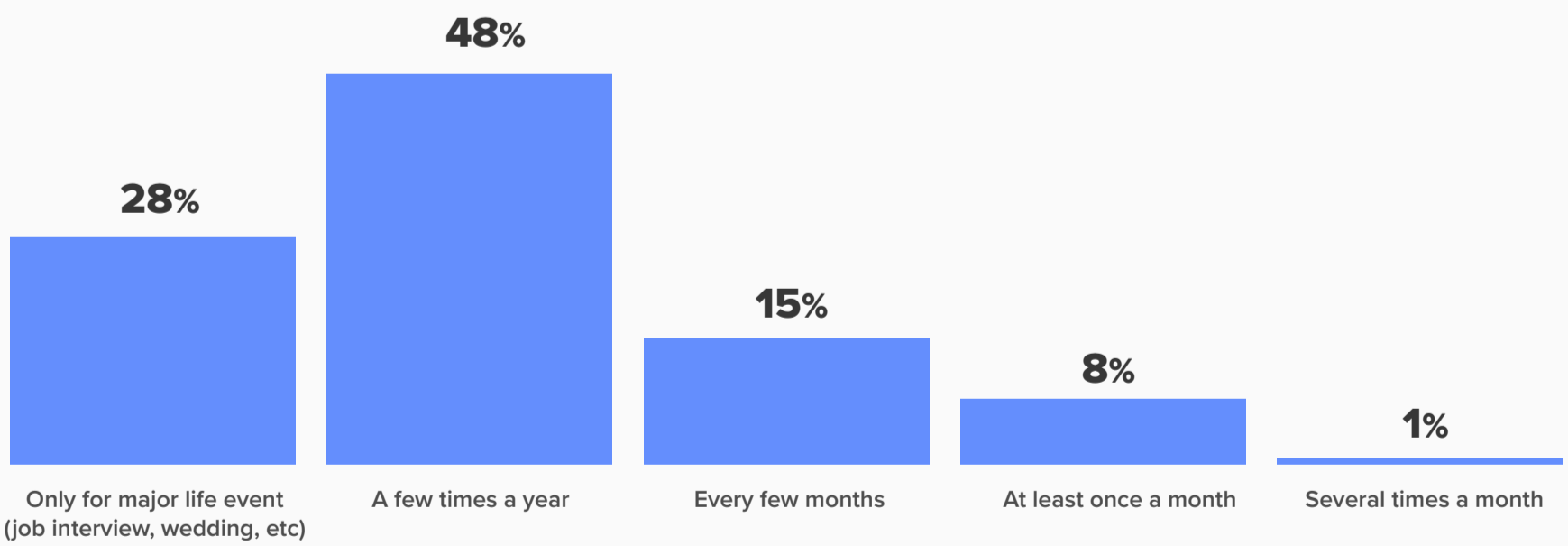
would be willing to pay up to \$15 to have a return **picked up from their home**



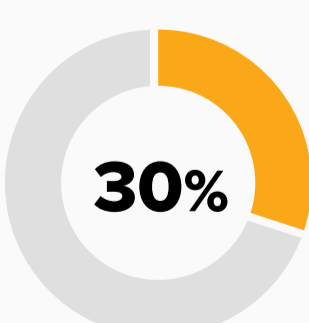
say it takes them longer to return an item because they **don't have easy access to a printer**



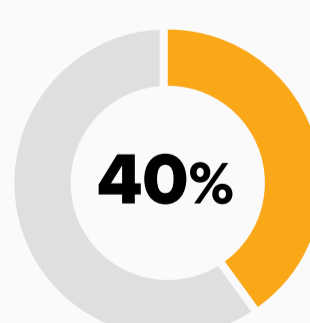
Shopper abuse is on the rise



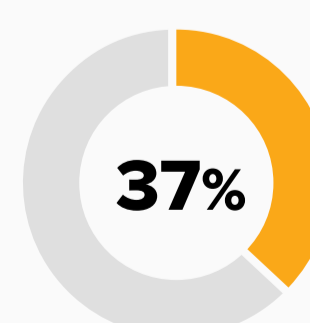
Bracketing continues to be one of the most common shopper behaviors



admit to **wardrobing**, or buying an item for a specific event and returning it after use



of consumers **ages 18-29** are the most likely to wardrobe items



admit **embellishing or exaggerating a returns reason** to avoid fees or receive a refund

Want to see how leading retailers and brands are leveraging full-lifecycle technology to delight customers without crushing their bottom line?

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