

# WEBINAR RECAP

Solving Retail's Most Expensive Problem:  
*The Silver Lining in Holiday Returns*



# SOLVING RETAIL'S MOST EXPENSIVE PROBLEM: THE SILVER LINING IN HOLIDAY RETURNS

TUESDAY, DEC 15, 2020 | 11 AM ET



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Moderator



According to our poll,

**50%** of attendees said sustainability is a top priority at their company.

# Key Takeaway #1

Returns have a threefold impact on the retail industry: Economic, Emotional, and Environmental.



According to our poll,

**25%** of attendees said “Returns are a known problem, but no initiatives have been implemented” at their organization.

## Key Takeaway #2

Returns cause **customer disappointment and inconvenience**. The best customer experience is one where the customer **keeps** the product.



## Key Takeaway #3

Retailers are missing an opportunity to improve customer experience by collecting and analyzing data on returns.



According to our poll,

**50%** of attendees said product return volume will be significantly higher in 2021.



## Key Takeaway #4

E-commerce has grown by 30% and returns are growing with it. The financial impact of returns is significant and dramatically underestimated.

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