

FIND OUT WHAT'S HAPPENING...AND WHERE, WITH **CHIEF RETURNS OFFICER®**



\$9M

ANNUAL LOSS FROM HIGH RETURN CATEGORY

\$1.5M

1st YEAR FINANCIAL IMPROVEMENT

20%

1st YEAR RETURNS REDUCTION

PROBLEM

A Fortune 500 Retailer with a thriving omnichannel business was experiencing a returns loss of \$9 million annually in one specific category. Returns reduction challenges centered on lack of timely visibility to the root causes, fulfillment location performance, as well as a sustainable process to address these issues.

SOLUTION

The retailer established a Returns Reduction Task Force and implemented Chief Returns Officer® as the cornerstone of this initiative. The initial focus was on one high return category, which shipped from many locations. We combined the retailer's omnichannel transaction data with the voice of their customer data (product reviews) on a near real-time basis. Chief Returns Officer's AI-engine provided return root cause identification. Predictive analytics allowed early identification of product issues, while prescriptive actions drove problem resolution for each location. For this retailer fulfillment location intelligence was key to reducing returns quickly and protecting the win in the future.

RESULTS

In less than one year the retailer team and Chief Returns Officer drove a 20% reduction in returns for a key product category. This resulted in a meaningful addition to their bottom line, and created the model now being adopted throughout the entire organization

CUSTOMER

Fortune 500 Retailer

INDUSTRY

Hard goods

CHANNELS

Omnichannel