



# SPECIALTY RETAILER “MOVES THE NEEDLE” BY TARGETING HIGH IMPACT OPPORTUNITIES

## RAISING THE BAR AND BOTTOM LINE WITH INTELLIGENT RETURNS REDUCTION

**\$21M**

ANNUAL LOSS FROM HIGH RETURN CATEGORIES

**\$1MM**

1st YEAR FINANCIAL IMPROVEMENT

**4%**

1st YEAR RETURNS REDUCTION

### PROBLEM

With the sustained growth of ecommerce, a niche omnichannel retailer specializing in women’s activewear was seeking to enhance their profitability through implementing an aggressive returns reduction program. As with most retailers however, managing returns consisted primarily of mitigating losses. The proactive and persistent attention, resources, and intelligence needed to achieve and maintain a lower return rate demanded a solution that would address these challenges if return reduction was to be possible.

### SOLUTION

Typically, products from a few key categories produce consistently higher return rates, volumes, and cost. These products were the initial focus of reduction efforts. At the core of their return reduction strategy was Newmine’s Chief Returns Officer® platform. Omnichannel transaction data was blended with Voice of the 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 via integrated workflow management.

### RESULTS

In under one year, through targeting top returning products from high return categories, this Specialty Retailer was able to reduce their returns by 4% and improve their bottom line by \$1 million.

**CUSTOMER**

Specialty Retailer

**INDUSTRY**

Athleisure

**CHANNELS**

Omnichannel