BEST PRACTICES TO
REDUCE YOUR RETURN RATE

Article from Revalsys Technologies

This article explains about the best practices to reduce your return rate

With the eCommerce booming at a rapid pace, shoppers have a wide option for online shopping. However, managing returns is one of the biggest challenges that eCommerce industry is facing.

As the customers can't experience the product physically until it reaches them, the rate of returns is higher. Too many returns can disturb warehouse operations along with losing potential profits. So, it necessary to take effective measures to reduce the return rate and turn returns into new sales.

Tips to Reduce Return Rate:

- **Use high-quality product images**

Images are one of the main factors due to which online store experience more returns. As online shoppers are unable to touch the products physically, they should be able to examine the photos closely so that they have a better view of the products.

You need to offer a realistic view of the products in regards to colour and shape so that the customers are satisfied after receiving the order. Using the product images with models, wherever possible can help a lot in reducing the return rate.

- **Accurate product descriptions**

Only offering good product images may not convince online shoppers. The detailed description of the products mentioning product material, accurate dimension, exact colour, fit etc. is very important.

As based on all these factors, online shoppers place an order, they expect all these details to be accurate when they receive the product. And if there are different colour options available, you should make sure to offer a relevant image of the each colour option.

- **Ship products with the right packaging**

Packaging could be another factor for more returns. Make sure that you ship products with proper packaging so that there is no chance of the products such as electronics, ceramics, glassware etc. getting broken, clothes getting wrinkled or beauty products getting leaked or damaged.

- **Get feedback from the customers who return products**

Having feedback from the customers returning products is vital to make the return rate lower. It only let you know the reason for the products being returned but also it helps you to make better your product descriptions and establishing a better relationship with the customers.

- **Allow as well as use product reviews**

Letting your customers write reviews of the purchased products is a win-win scenario for all. You can provide options for ratings apart from the review. While some may just offer product rating or write a review and some may do the both.

A customer review offers an honest view of the products they have purchased and used. Online shoppers rely a lot on customer reviews before making a purchase. When you find a product getting bad review repeatedly and getting poor ratings, you can take the necessary steps to make better the product.

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