

# Convert Returns into New Sales Opportunities In-store and Online

Reduce Risk and Recoup Lost Revenue  
with a Robust Omnichannel Returns Solution

## Ecommerce Growth is Negatively Impacting Profitability

**30% YoY growth of ecommerce sales makes the cost of online returns more important than ever.**

- Online returns are double that of in-store
- Negative impact of free shipping and returns on profitability
- Blind spots on shopper activity due to siloed in-store and online sales transaction data
- Increased risks for abusive behavior and fraud as bad actors game the system

**Returns should no longer simply be written off as a "cost of doing business".**

Our Engage solution enables retailers to treat all return transactions similarly. It leverages powerful data models and transaction data from online and in-store channels to predict shopper behavior based on shopper history. The result? **Less risk and more opportunities to turn returns into new sales opportunities.**

## Key benefits:

### 1. Consistency

- Each customer is treated with a consistent response across channels
- Engage integrates with existing retailer systems
- A holistic view of the consumer's transaction history informs decisioning

### 2. Simplicity

- One solution for all channels
- AI data handles all of the return decisioning
- Transparency eases call center operations

### 3. Profitability

- Risk mitigation at the point of return request
- Reduction in return shipping, re-shipments and claims
- Post return offers incentivize consumers to re-purchase right away



## See Engage in Action:

Engage integrates seamlessly with retailer store and ecommerce systems. It enables a consistent, consolidated view of omnichannel consumer transactions to validate return requests and provide the retailer with real-time RMA decisioning.

  
99% of  
good consumers

→ Consumer requests a return (in-store or online), Engage identifies consumer and recommends the return be approved in real-time. Consumer receives refund and a personalized offer or message that encourages them to shop again (nearly 40% do!) →



Consumer has  
positive return  
experience



Retailer mitigates  
risk and recoups lost  
revenue increasing  
profitability

### Impact:

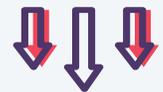
  
>1% of bad  
actors

→ Consumer requests a return (in-store or online), Engage identifies consumer as abusive or fraudulent based on past shopping history at that store. It then recommends different treatment of the return request to protect the retailer such as: →

- warning / reiteration of return policy
- denial of return
- direction to return item in-store vs. ship back



Retailer mitigates  
risk from abusive  
or fraudulent  
consumers  
decreasing  
potential losses



Bad actors  
learn that their  
ability to exploit  
loopholes in the  
system is greatly  
reduced

### Impact:



Want to know how Engage could impact your omnichannel returns?  
Check out our Engage calculator at [apprissretail.com/engage-calculator](https://apprissretail.com/engage-calculator)

Change the way you think about returns and contact your Appriss Sales Representative for a demo.