Engage

APPRISS® RETAIL

IN-STORE RETURN AUTHORIZATION

Engage In-Store Return Authorization

No matter where your customers shop Appriss Retail is there to stop fraud and abuse in its tracks. Our omnichannel return authorization solution uses real-time, behavior-based AI models to help safeguard your margins while ensuring your good customers get the smooth, hassle-free experience they deserve.

The Challenge

The issue with returns goes beyond just managing the sheer volume—fraud and abuse are growing problems. Every year, retailers are losing more to fraudulent returns and claims, with the impact resulting in a total loss of $685 billion in merchandise in 2024.[1] To address the challenge of limiting fraudulent returns, many retailers turn to stricter return policies. However, these strategies often create unnecessary friction for legitimate shoppers, making their return experience more difficult and cutting into profits.

Shoppers now expect easy returns, especially with the rise of Buy Anywhere/Return Anywhere options. Without the right technology in place, these omnichannel experiences create more opportunities for dishonest returns, making it tougher for retailers to manage and protect their bottom line.

The Impact

Over 50% of consumers have decided not to buy from retailers due to return policies.[2] To remain competitive, retailers need solutions that prevent abuse without alienating their best customers.

The Solution

With Appriss® Engage In-Store Return Authorization , you get real-time protection that uses data from every channel to make accurate, behavior-based recommendations for returns. Wherever your customers interact with you, we're there to help protect your transactions from fraud and abuse. Engage does the work for you—so you can focus on serving your customers and growing your business.

Engage In-Store Return Authorization is a module within the Appriss Engage solution that applies AI modules to stop return fraud and abuse in real time based on shopper profiles.

BENEFIT:

An 8 to 12% reduction in return dollars, saving millions while ensuring every customer gets the experience they deserve.

[1] 2023 Consumer Returns in the Retail Industry Report
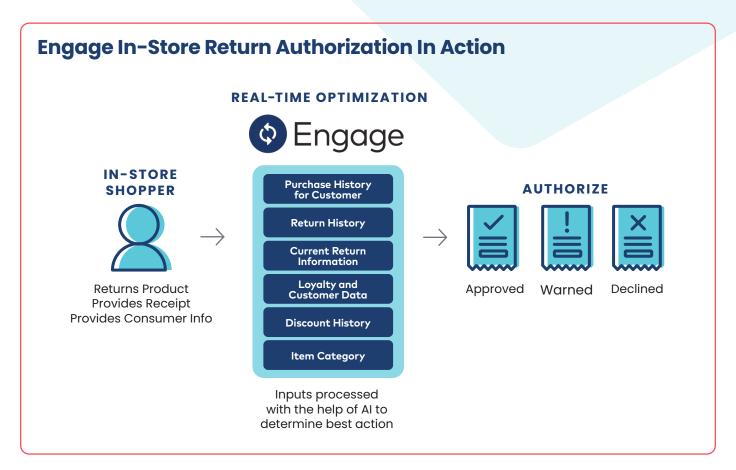[2] How Important Are Returns to Customers?

How It Works

The Appriss Linking System connects the dots in your data.

Applying artificial intelligence and advanced data models across all your transactions, the Appriss Linking System links purchases, returns, orders, claims, appeasements, credit cards, and other information to create a more consistent view of shopper behavior.

Engage instantly analyzes the linked transactions to give your systems automated recommendations to approve or deny a return, or issue a warning based on guidelines defined by your company. The result: Profit dollars directly back on your bottom line. Good customers have a great experience while fraud and abuse are deterred.

Engage In-Store Return Authorization In Action

REAL-TIME OPTIMIZATION

Engage

IN-STORE SHOPPER

Returns Product
Provides Receipt
Provides Consumer Info

Purchase History for Customer

Return History

Current Return Information

Loyalty and Customer Data

Discount History

Item Category

Inputs processed with the help of AI to determine best action

AUTHORIZE

Approved   Warned   Declined

Traditional return practices are flawed because they don't consider the total lifetime value of the returner. Consumer-based return authorization is much more effective because it reviews customer behavior and detects patterns of fraud and abuse before too much damage is done.

1. Customers is identified.
   - For receipted returns, the original transaction data from the receipt—such as transaction number, purchase date, and payment method—is used to identify the customer.
   - For non-receipted returns, Engage captures the customer's identification details, such as a state-issued ID or phone number, to identify the customer.

2. All information is instantly forwarded to an Engage server and Consumer Linking™ is used to identify all known purchases and returns at that retailer.

3. The recommendation occurs while the consumer is present by accessing their known behavior at that retailer and applying individual and potential risk trends to detect patterns of fraud and abuse as well as violations of a return policy.

4. Engage returns a recommendation to accept the return, deny it, or provide a warning to the customer that states returns may be denied for a period of time.

5. If a warning or denial is issued by the retailer, the consumer receives a courtesy notice directing them to contact Appriss Retail's consumer call center for more information.

Improve Customer Service for Returns

Engage helps you to relax your in-store return strategy, remove inflexible rules, and build consumer loyalty.

- Treat best consumers as such; use their purchase history and/or loyalty information at your brand to craft customized return privileges for those who deserve it most.

- Offer more lenient and flexible returns to your best customers, while mitigating the risk of fraud and abuse.

- Apply a fair and consistent return process with unbiased decision making. Don't penalize all customers with a blanket policy because of the misdeeds of 1% of returners.

- Simplify buy-online-return-in-store (BORIS).

Key Features of Engage

Flexible Return Parameters:

◆ Retailers can confidently offer consumer-friendly return policies without increasing exposure to fraud or abuse.

Behavior-Based Authorization:

◆ Engage leverages AI models and statistical models, reviewing individual behaviors to authorize returns, making it highly effective in reducing fraud and abuse.

Real-Time Recommendations:

◆ Engage assesses customer behavior and return history, providing recommendations to approve, deny, or warn during the return process. Warnings are often perceived more positively than denials, helping to preserve customer loyalty.

Optimizing Your Return Process Is Easy

Return authorization will help you reduce return rates, increase net sales, and reduce your shrink by millions. As an expert in retail returns, Appriss Retail delivers best practices to help you establish the optimal rate of merchandise returns necessary to guarantee your revenue objectives are met while still protecting the important relationships with your good consumers.

APPRISS® RETAIL

Our commitment to data privacy and security is embedded in every part of our business.
For detailed technical information, visit: docs.apprissretailcloud.com
For detailed infosec information, visit: trustportal.apprissretail.com

Appriss Retail helps retailers protect themselves against fraud and abuse across all transaction channels. With more than 20 years of retail data science expertise and experience, we've built a robust omnichannel intelligence platform that is trusted by over 60 of the top 100 U.S. retailers, covering 40 percent of all U.S. omnichannel sales. Globally, Appriss Retail reaches 45 countries across six continents. The company provides relevant and actionable intelligence to retailer's operations, finance, marketing, and loss prevention teams. Appriss Retail's performance-improvement solutions yield measurable results with a significant return on investment. For more information about Appriss Retail, visit apprissretail.com or our LinkedIn page.

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