



## Convert Returns from Lost Sales to New Revenue and Profits

You have demanding objectives—increase margin, maximize sales, develop consumer insights, and do it on a budget. What if you had a new, self-funded tool to help you achieve those goals while increasing the loyalty and market baskets of your best shoppers?



**BRICK-AND-MORTAR  
OR ECOMMERCE  
SHOPPER**



Returns Product In-Store



**EMPLOYEE**



Completes Transaction



**REAL-TIME  
OPTIMIZATION**



**INCENTIVE**



Receipt



Text



App

## Incent Increases Consumer Value

Incent™ creates intelligent, customized incentives in real-time and delivers them at the end of a return transaction. The incentives are optimized to keep shoppers in the store to meet your specific objectives for the short-term and the long-term. They are effective—consumers using the offers increased their incremental spending by more than 34 percent the day of the return and continued to shop more frequently and spend more money during the following weeks. Why? The patented solution uses analytical modeling and individual consumer's purchase and return data at that retailer to identify the incentives most likely to influence the shopper's future purchase behavior. This unlocks new profit and rewards consumer loyalty, regardless of whether the original purchase was made in-store or online.

Appriss Retail works with your offers and incorporates artificial intelligence to predict the incentives that will achieve your goals. These statistics are based on millions of consumer, store, product, and transaction attributes. Incent intelligently helps you deliver the right incentives to the right consumers and measurably increases your incremental sales and gross profit.

## Proven Results and Guaranteed ROI

The complex science behind Incent delivers outstanding results today and for months after a return. Retailers have seen the following improvements immediately after a return:

- **39+** percent increase in purchase after a return
- **34+** percent increase in revenue after a return
- **25+** percent increase in gross profit after a return
- **27+** percent increase in margin percentage after a BORIS return

The consumer loyalty created by the incentives affects key metrics for weeks after:

- **8+** percent increase in shopping trips
- **9+** percent increase in spending per trip
- **8+** percent increase in gross profit per trip

## Advantages

### Operational

- Rewards issued at the point-of-sale or point of return enable associates to say, "We value your business."
- Converts BORIS returns into profitable new sales.
- Achieve objectives from existing foot traffic: Sales goal attainment, conversions, SKUs, basket size improvement, profit increase, and repeat business.
- The limited duration encourages the consumer to purchase soon.
- Activity is monitored to prevent misuse.
- Increases chance of purchase while minimizing discount offered.

### Merchandising/Marketing

- Reward shoppers who have profitable histories with your store.
- Personalizes incentives for individuals to purchase items befitting their buying behavior.
- Supports cross-marketing as your objectives dictate.

### Technical

- Implements via SaaS and operates independently directly through your existing POS.
- Works with your existing CRM or Campaign Management System.
- Programs are maintained by the Appriss Retail support team or via user interface.
- Contains a complete reporting solution to measure results.

### Financial

- No financial risk, guaranteed ROI. You pay only for success.
- Measure impact in increased revenue, gross margin dollars, and operating income.
- Vendors can fund the incentives.

## How Incent Works

While a bounceback will reward your present shoppers, it is typically created in a mass, unintelligent fashion. Incent uses the information available at the time of purchase or return to deliver targeted, relevant incentives that will quickly drive new revenue—within hours of a return or within days of a new purchase. It works by itself or with Appriss Retail's Verify® return authorization to evaluate and act on each transaction in real time.

1. **Determine your objectives.** Goals can be based on the need to increase margin, drive traffic, make Buy-Online-Return-In-Store (BORIS) returns more profitable, move soon-to-be-discounted items, or other critical initiatives. They may be common across the chain or unique to a region, district, or individual store. Incent supports both retailer-funded and vendor-funded incentives.
2. **Identify the variables that drive your sales.** Working with your CRM system or by itself, Incent intelligently delivers rewards to the consumer making the purchase or return, both in thanks for continued patronage and to drive new sales and margin (or other objectives) based on shopping behavior. Targeted rewards are driven by items purchased or returned, identified consumer, loyalty program membership, store location, transaction date/time, and many more variables.
3. **Select the right targeted incentive.** Incent's scientific models predict the shopper's chance of purchasing and extend the appropriate, optimized reward—dynamically selected to get that specific consumer to act in a manner that meets your objectives while maximizing margin.
4. **Make the incentive flexible.** Incent can include multiple reward types.
5. **Deliver the incentive.** The reward may be delivered via receipt or mobile phone, and is valid for a specific time period, encouraging fast action. Performed as an extension of the sale or return transaction, Incent requires little additional training for your store staff.
6. **It's under your control.** This entire process can operate in automated fashion, or you can take a more hands-on control over the offers, products, segments, and other levers that are used to generate incentives.

## Margin-Positive Returns and Long-Term Value

Returns help build loyalty, drive more foot traffic to the store, and encourage larger initial purchases. The refund, however, negatively impacts the store's profits. The pain is especially sharp when the store must accept merchandise it never sold initially, as in a BORIS transaction.

Incent changes that dynamic. Its targeted incentives increase conversions and incremental gross profit and revenue within hours of the return, helping the store's performance statistics that day. The lasting impact on consumer behavior is distinct as shown by fully attributable increases in visits, spend, and margin contribution for weeks after receiving the incentive. You gain insights and the consumer gains a truly differentiating experience.

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