APPRISS® RETAIL

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optoro

MAKE RETURNS FASTER AND SIMPLER WITH END-TO-END FRAUD PROTECTION

Retailer are under mounting pressure from fragmented customer journeys and a surge in returns fraud. With 15% of returns and claims being fraudulent, the industry faces an astounding <u>$103 billion in losses each year</u>.[1] As bad actors exploit weaknesses across online, in-store, and omnichannel operations, combating returns fraud and abuse has become a critical priority.

Appriss Retail and Optoro have come together to provide a comprehensive solution, combining data-driven fraud protection and advanced returns management. Together, they deliver 360º coverage for fraud prevention, improving profitability while ensuring frictionless customer experiences.

[1] <u>2024 Consumer Returns in the Retail Industry Report</u>

Better Together - Partnership Benefits

Clear, Data-Driven Decisions in Real-Time

Combining AI-driven insights with unified data platforms ensures accurate and consistent decisions across all touchpoints, enhancing efficiency, building trust, and reducing fraud and abuse.

Improved Profit Margins

A streamlined returns process enables retailers to quickly spot fraudulent and abusive returns. By implementing advanced fraud prevention solutions, retailers can unlock up to a 10X return on investment.

Seamless Omnichannel Customer Experience

A seamless omnichannel customer experience provides a complete view of customer behavior across returns, claims, and sales, allowing retailers to reward loyal customers while mitigating risky behaviors.

How It Works

Gain Insight. Take Action.

Return Initiation

In-Store / Handheld

Online / Portal

API Call to
Appriss Retail

Return Authorization

✓ Approve   --->   Optoro Product Disposition   --->

⚠ Warn   --->   Optoro Product Disposition   --->

✗ Deny   --->   Return is Denied,
Referred to Appriss Retail
Call Center

Return Disposition

SmartDisposition®
Decision Engine

Back to Floor

Send to DC

Send to Store
1234

Clearance

Comprehensive coverage for returns fraud and abuse

Appriss Retail leverages AI-powered analytics to detect fraud early by integrating purchase and return data, uncovering patterns of suspicious behavior. Meanwhile, Optoro's returns management software ensures a seamless returns process, from initiation to resale. Together, these solutions form a powerful, unified approach to preventing abuse, rewarding loyal customers, and safeguarding profits- — delivering up to a 10X return on investment for retailers.

Smarter risk recognition across channels

Drawing on data from billions of retail transactions, Appriss Retail and Optoro identify hidden patterns—from fraudulent claims to abusive return behaviors. The outcome? Smarter decision-making fueled by machine learning and actionable insights across both online and in-store transactions.

Actionable and automated intelligence

Streamlines the customer journey by reducing friction for loyal shoppers, preventing fraud and abuse, and enhancing profitability while building stronger loyalty.

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

Optoro software is revolutionizing the retail industry with cutting-edge returns solutions for retailers, brands, and third-party logistics providers (3PLs). Optoro's modular Return Management System (RMS) orchestrates and streamlines return processes from return initiation to the next customer, helping businesses maximize savings and revenue from every return while maintaining industry-leading customer satisfaction rates and enabling circularity. Optoro's Returns Portal and robust returns network enhance shopper convenience, reduce returns costs, and increase repurchase rates. Optoro's Returns Processing software utilizes data and AI to reduce speed-to-stock times, eliminating backlogs. Trusted by the world's leading retail brands like Gap, American Eagle Outfitters, Steve Madden, and Best Buy, Optoro is the preferred choice for turning returns into a strategic advantage.