ENGAGE INSIGHTS

APPRISS® RETAIL

The Intelligence Powering Smarter Returns
### Reduce Returns Without Losing Loyal Customers

Appriss® Engage uses real-time behavioral insights to reduce and modify the returns experience without alienating good customers. It's not just fraud prevention; it's strategic intelligence that fuels profitability.

Drill Down with Engage Insights.
Discover What's Driving Returns.

Engage Insights empowers retailers to move beyond surface-level reports. With intuitive dashboards and flexible filters, you can:

1.) Analyze (receipted and non-receipted) returns, BORIS, BORO, and claims/appeasements across channels—for a complete omnichannel view
→ Get a full picture of return behavior to inform smarter policies and improve the customer experience across every touchpoint.
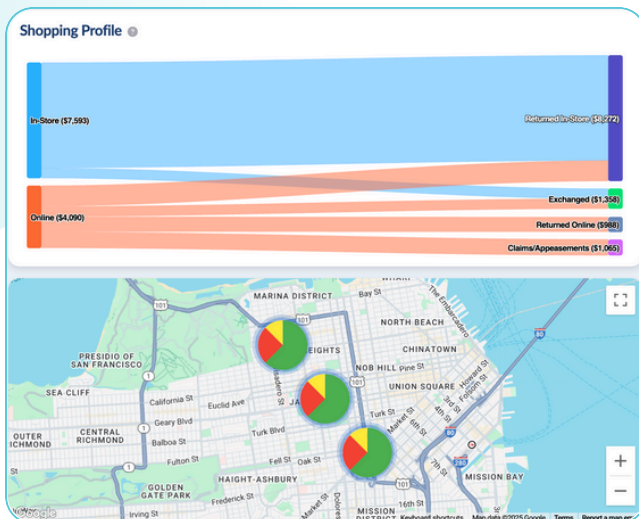
2.) Drill into return trends by brand, region, store, associate, or timeframe
→ Quickly identify which locations, people, or time periods are driving higher returns so you can take targeted action where it matters most.

3.) Spot patterns tied to specific products, payment methods, or customer behaviors
→ Optimize merchandising, payment policies, and customer strategies based on real-world behavior—not assumptions.

4.) Uncover root causes behind return spikes— seasonal behavior or abuse? Now you'll know
→ Pinpoint whether returns are a normal fluctuation or a red flag, so you can respond appropriately without alienating good customers.

5.) Connect the dots between refund activity and potential fraud and abuse, operational errors, or Organized Retail Crime
→ Protect revenue by identifying loss drivers early—whether it's internal error or external fraud.

See the "what," understand the "why," and act on it—fast.

Your data has more to show you.

FOR EVERY RETURN DOLLAR STOPPED, THAT'S A FULL DOLLAR BACK TO YOUR BOTTOM LINE.

What Sets Engage Insights Apart
Smarter Data, Better Decisions

AI + Behavioral Modeling
Decades of transaction data power real-time, adaptive risk scoring, based on behavior, not rigid rules.

Powerful Identity Engine
Connects online & in-store activity using purchases, returns, and claims to provide the most comprehensive and accurate view of the shopper

Instant Transaction Analysis
Every return is evaluated for shopper value, risk indicators, and fraud patterns—guiding the associate on what action to take and reducing insult rate.

Drillable Omnichannel Analytics
Spot refund spikes, associate patterns, or Organized Retail Crime (ORC) activity with just a few clicks.

Why Top Retailers Trust Appriss Retail

- Trusted by **60+ of the Top 100 U.S. Retailers**
- Omnichannel coverage: In-store, online, call center, and distribution center
- Delivers **10x ROI**
- Reduces returns and claims by **10–12%**
- Minimizes register and call center conflict
- Preserves **brand loyalty**—even when customers are out of policy
- Removes bias and reduces conflict for store and call center employees

Transactions

15 results   Filter...

Type	Date	Store	Register	Ticket Number	Employee	Engage Transaction Id	Amount	Actions	IDs	
	03/04/2025 15:25	313	9	123464	1242	1234567898	$240	Declined	Credit Card 4	Shipping Address 4
	02/02/2025 10:30	305	1	123456	1234	1234567890	-$240	Declined	Shipping Address	Email
	02/22/2025 10:30	301	3	123458	1236	1234567892	$240	Warned	Billing Address	Email 2
	02/28/2025 10:30	309	5	123460	1238	1234567894	$240	Approved	Credit Card 2	Shipping Address 2
	03/01/2025 09:45	310	6	123461	1239	1234567895	-$150	Approved	Email 3	Credit Card 3
	03/03/2025 11:00	312	8	123463	1241	1234567897	$300	Approved	Billing Address 3	Store Credit 3
	03/10/2025 16:00	319	15	123470	1248	1234567904	$240	Approved	Credit Card 6	Shipping Address 6
	03/05/2025 17:30	314	10	123465	1243	1234567899	$500	Approved	Email 5	Billing Address 4

Platform Cohesion Built In

All Engage data flows seamlessly into Appriss® Secure search and analytics. As our platform unifies, you gain even more value from each solution—with easier cross-navigation and a consistent user experience.

APPRISS® RETAIL

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.

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