



Returns Abuse Prevention

If you've made a purchase online, chances are you've also made a return. It's a natural part of the shopping experience. Maybe it was the wrong size, wrong color, or didn't look "right." Whatever the reason, 1 in 6 purchases made online were returned. That amounted to \$212B of returns, of which, 10.7%, or \$22.8B, were fraudulent¹.

THE CHALLENGE

While the ability to make a return is certainly not novel, the dynamics have changed for businesses. Returns can be expensive and include things like original and return shipping costs, labor and restocking fees. Further, merchants may be forced to mark down returned goods or sell it to a wholesaler at a significant discount. Online returns have only exacerbated this problem.

One example of online returns abuse is bracketing – when a customer buys multiple size or colors of a single item, chooses the one they like best, and returns the rest back to the retailer. This is a legitimate return. But when done excessively, the costs add up and may result in an unprofitable customer.

On the flip side, there are customers that learn the ins-and-outs of a business's return policies, looking to exploit back-office processes, supply chain gaps, or policy loopholes. This is malicious and is policy abuse. It can range from:



"WARDROBING"
or returning an item after you've worn it.



MANIPULATING A SHIPPING LABEL to show that an item was sent back when it was not.



RETURNING A DIFFERENT ITEM than originally purchased, and often one of substantially less value.



CLAIMING THE ITEM WAS NOT RECEIVED (INR), when in fact it was.

THE SOLUTION

Introducing CARE – Claims, Adjustments, Returns, and Exchanges. CARE is a purpose-built solution that collects return data and allows organizations to monitor, measure, and take appropriate action. By aggregating and summarizing return data, merchants can quickly gain insight and implement the precise policies and controls necessary to help identify those customers circumventing or exploiting return policies. All of this is backed by Accertify's community data, award-winning machine learning and extensive expertise in retail.

TRUST ACCERTIFY

In a fiercely competitive industry with razor thin margins, nobody wants to lose a customer or be the first to institute an onerous policy. CARE can help you identify and distinguish between valid customers, unprofitable customers and those customers committing abuse.

accertify.com/CARE

¹ https://cdn.nrf.com/sites/default/files/2023-01/Customer%20Returns%20in%20the%20Retail%20Industry_2022_Final_1.pdf