



Digital Maturity Benchmark

# 2023 Omnichannel Returns Index

IN PARTNERSHIP WITH





# Market Trends

# Consumer Behavior & Outlook

# Returns is the biggest unaddressed problem and retailers can no longer afford to ignore it as unmanaged cost of doing business.

Returns will only rise in a digital-first world order.



In 2022 retail trade grew by 11% compared to 2021. Returns increased by 70%. As the digital's share of wallet increases further, return rates will continue to rise exponentially as shoppers return online purchases 3–4 times more than store-bought purchases.

Understanding the true total impact of returns.



Every time a customer returns an item, the retailer loses revenue and incurs processing and inventory holding costs; the customer's experience suffers; and the environment is may be impacted. The true cost of returns spans economic (financial), environmental (sustainability), and emotional (brand) vectors.

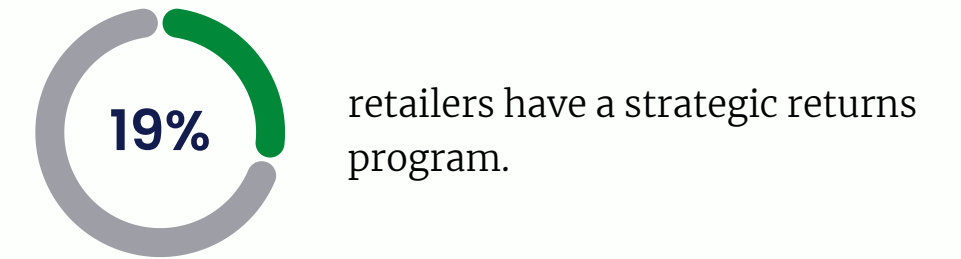
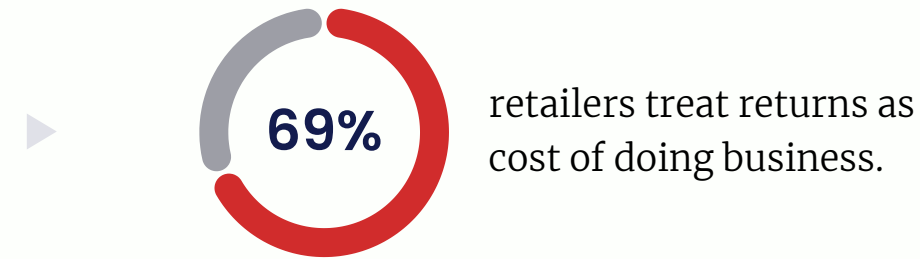
Returns performance impacts business performance.



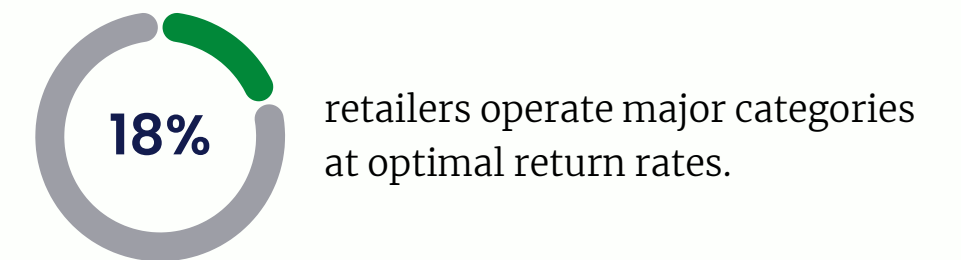
A strategic approach to overall returns process performance management offers a rich flywheel of value—from reducing returns incidence to redirecting returns into exchanges. It reduces the cost of reverse logistics and prevents customer churn through an improved returns experience.

# Only a few retailers have realized the strategic importance of managing returns, but most still continue to fly blind.

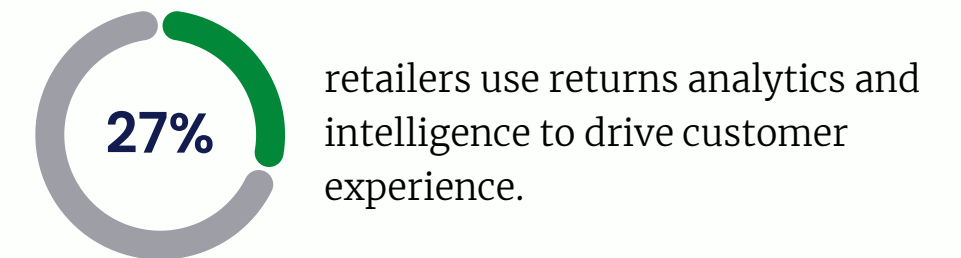
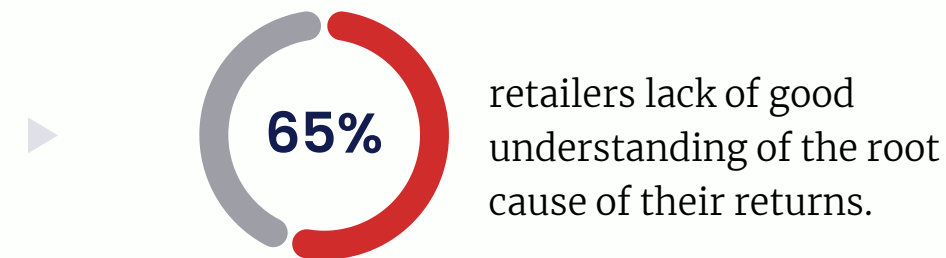
**Retailers treat returns as a cost of doing business.**  
However, they see a significant improvement opportunity in terms of optimizing returns.



**Retailers have limited understanding about their returns performance,** and are therefore ill-equipped to improve returns performance.



**Online order return rates are 3x - 4x higher than store-bought purchases.** A shift in channel share towards digital means retailers' return rates are growing faster than their revenue.



# Shoppers expect **Speed, Flexibility, Consistency, and a Proactive approach** in returns interactions with retailers.



## Speed

of returns across channels. Retailers need to design processes and capabilities to handle all scenarios.

**79%**

*of shoppers think that returns take longer than expected to process.*



## Flexibility

of returns across channels: agnostic to the channel of purchase, payment mode, and returns condition.

**35%**

*of shoppers are satisfied with the flexibility offered by retailers to return products.*

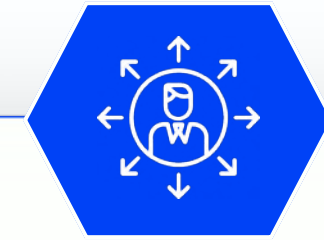


## Consistency

in the return experience across channels. Make experience across channels unified.

**45%**

*of shoppers highlighted frustration with inconsistent returns policies and experience across channels.*



## Proactive vs. Reactive

communications. Don't wait for shoppers to reach out for return and refund status. Communicate as quickly as possible.

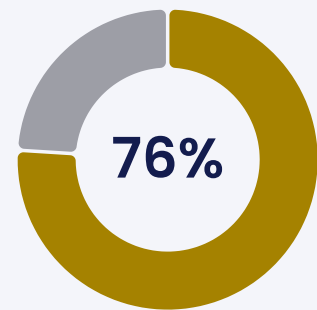
**Only 18%**

*of shoppers think retailers are proactive with returns-related communication.*

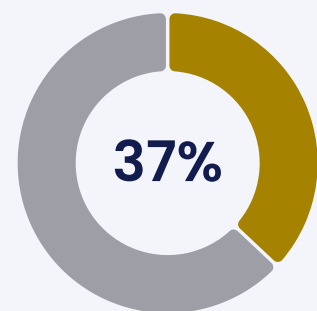
# While retailers have evolved some of their returns capabilities to provide a seamless experience, they still have significant scope for improvement.



## Product Content & Digital Experience



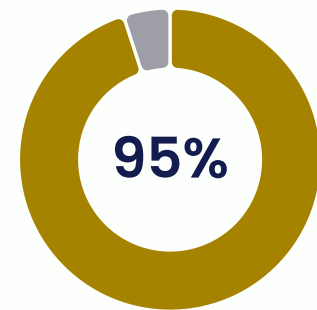
Display product ratings and reviews



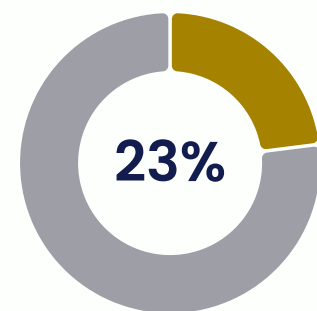
Allow users to provide feedback on specific attributes like sizing, fit, etc.



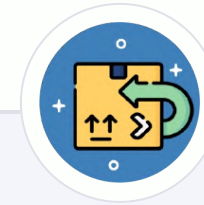
## Return Policy & Information



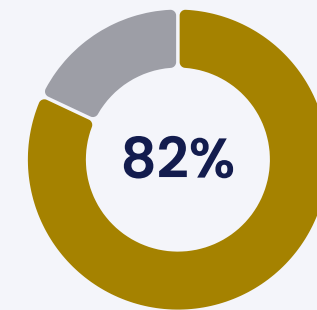
Display order status



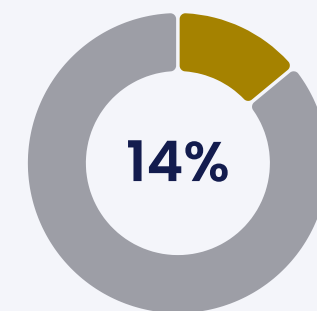
Allow shoppers to track refund/return status



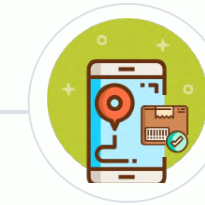
## Return & Refund Process



Online purchases to be returned in-store



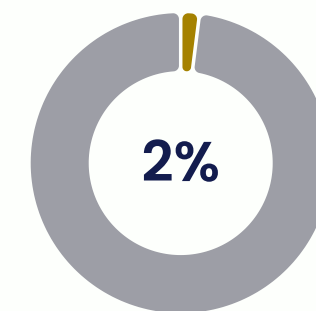
Allow shoppers to schedule return pickup



## 360-Degree Service



Have self help available



Allow online purchases to be returned curbside

# We are in an era of digital acceleration. The future we imagined 10 years hence is now upon us.

Retailers reacted well to the digital shift and invested in digital capabilities that mattered the most for business continuity: ordering, fulfillment, and basic customer service.

As customer journeys increasingly begin and end online, retailers are under pressure to offer a differentiated experience, which extends beyond expedited and flexible delivery. One area that retailers continue to overlook and that is crying for immediate attention is returns and the associated customer experience.

However, the fact remains that most retailers' commerce, customer service, and returns processes and systems were not built with today's reality in mind.



## What are the biggest gaps *and opportunities* for retailers to improve the omnichannel returns experience?

Also, which retailers provide the best omnichannel returns experience to shoppers? Incisiv's 2023 Omnichannel Returns Index explores the answers to these questions.

A person in a white lab coat is seated at a desk, looking at a computer monitor. The desk is cluttered with stacks of papers and folders. The background shows a window with blinds and a wall with some papers or charts. The entire image is overlaid with a semi-transparent dark red filter.

Omnichannel Returns Index  
**Methodology & Approach**

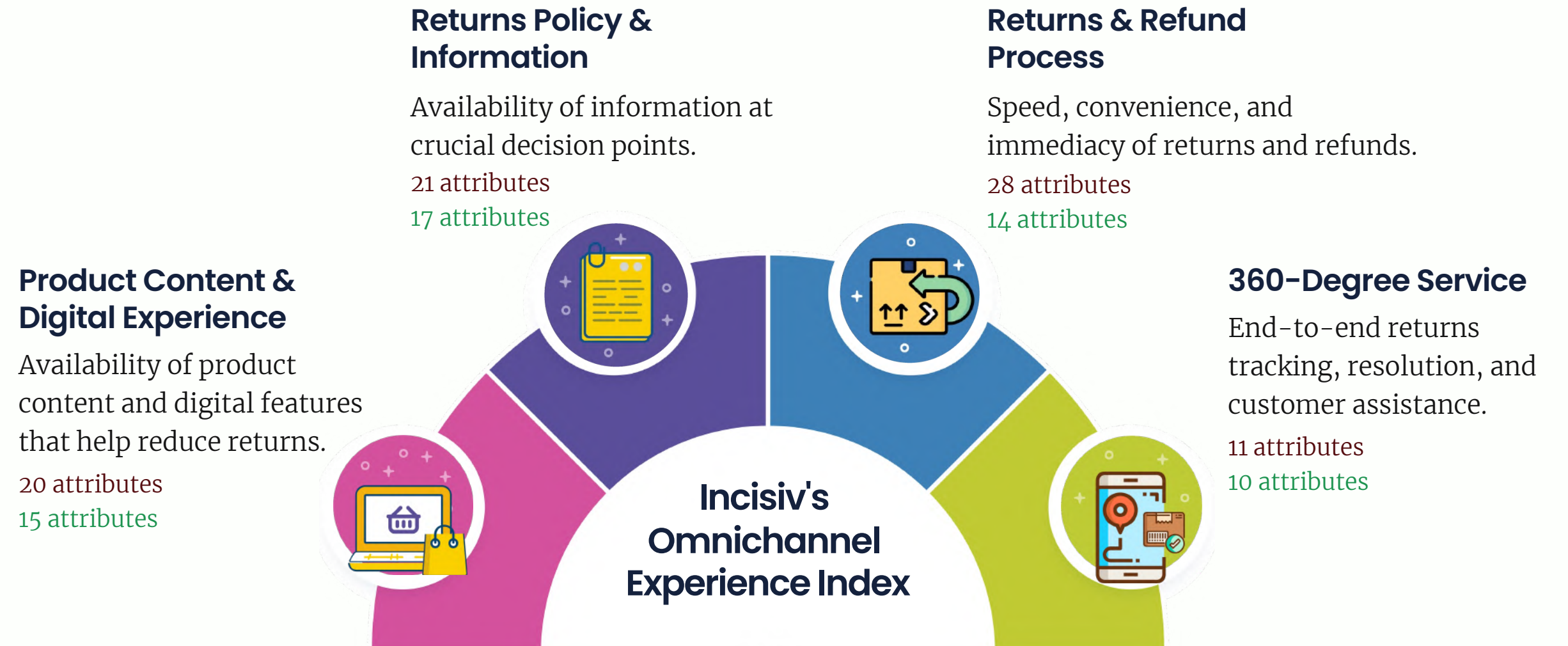


# Incisiv's 2023 Omnichannel Returns Index assesses top omnichannel retailers' digital returns capabilities across four key areas.

The index is comprised of the top omnichannel retailers across nine different industry segments. Each retailer's omnichannel returns capabilities and experience were assessed using an observational methodology.

Pre-purchase to minimize friction

Post-purchase to improve experience



128

retailers benchmarked  
100 retailers benchmarked

80

digital experience capabilities assessed  
56 capabilities assessed

9

segments covered: apparel, consumer electronics, department stores, general merchandise, grocery, health & beauty, home improvement & furniture, luxury, and specialty

Unless stated otherwise, all data in this report is from Incisiv's 2023 Omnichannel Returns index.

*Text in green indicates 2022 data*

## Illustrative examples of **table stakes** and **differentiating experiences**

Each assessment area includes table stakes and differentiating experience designations. These are defined based on their overall level of adoption, perceived value by shoppers, and impact on key performance indicators (KPIs), such as average order value (AOV), conversion traffic, and customer satisfaction.

### **Table Stakes**

Foundational capabilities are required to address key shopper expectations today. The absence of these capabilities has a negative impact on digital performance KPIs.

### **Differentiating Experiences**

Advanced capabilities that address important emerging shopper expectations. The presence of these capabilities has a positive impact on digital performance KPIs.



### **Product Content & Digital Experience**

- Option to filter search results by industry nuances
- Availability of product rating on product page
- Check in-store inventory on product page
- Availability of questions and answers section for product usage
- Availability of sizing tool, product demo videos
- Option to try and buy
- Availability of product trial using virtual mirror
- Availability of rental services



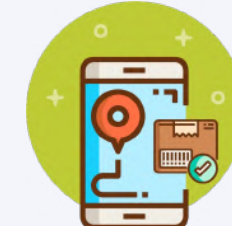
### **Return Policy & Information**

- Option to cancel order post shipping
- Option to initiate returns online
- Separate return policy for in-store and online purchases
- Option to modify order post shipping
- Availability of delivery timelines on product page
- Extended return period and waived shipping fee for loyalty members



### **Return & Refund Process**

- Option to return online order in-store
- Print return label online
- Availability of return policy for missing invoices
- Option to get order replaced/exchanged
- Availability of policy to return gift cards, sale items
- Availability of digital return label
- Availability of policy to get damaged products replaced



### **360-Degree Service**

- Option to initiate returns via call, chat
- Availability of self-help section
- Option to provide feedback on purchase experience
- Option to schedule appointments for in-store shopping/returns
- Option to schedule interactions (audio, video, chat) with brand experts

# Omnichannel Returns Index: Rating Categories.



Laggards offer a severely lacking customer service maturity, missing even some basic table-stake functionality.

Adoption of table-stakes capabilities: Medium  
Adoption of differentiators: Low



Followers offer a basic customer service maturity, addressing most table-stake capabilities. Their experiences lack depth and are light on the adoption of differentiated capabilities.

Adoption of table-stakes capabilities: Medium-High  
Adoption of differentiators: Low



Challengers offer a seamless service maturity built on a solid foundation of capabilities. They offer some differentiated experiences but lack the depth and coverage of leaders.

Adoption of table-stakes capabilities: High  
Adoption of differentiators: Medium



Leaders offer the richest customer service maturity within and across retail segments. They lead in the adoption of differentiated experiences and are functionally mature across most assessment areas.

Adoption of table-stakes capabilities: High  
Adoption of differentiators: High



## Overall Leaders.

Incisiv recognizes these 19 retailers and brands as **Overall Omnichannel Returns Leaders** within and across retail segments.

They are the benchmark for omnichannel returns experience in 2023, offering differentiated experiences across the shopping journey.


The full leaderboard is available at the end of this report.

Retailers rated as Omnichannel Returns Leaders, in alphabetical order.




Pre-Purchase Capabilities

# Capabilities that Help Reduce Returns



01 | Product Content & Digital Experience

# Availability of Information and Assistance Pre-Purchase

## Comprehensive product content is a must have to reduce returns.

Ensuring shoppers make the right purchase choices is imperative to reduce their returns.

Retailers are making comprehensive use of interactive digital tools like detailed product descriptions, videos, filters for industry nuances, product comparisons, reviews, ratings, virtual mirrors, sizing tools, etc.

Empowering customers with complete knowledge on what they are buying and how it will look on them or fit in a space helps in reducing returns.

### WHY IT MATTERS

Converting first time shoppers into repeat customers is unattainable without a foundation of trust built on customer satisfaction and engagement. Pre-purchase digital tools and exhaustive product content act as the most important bridge to reach this goal.

**93% of shoppers**  
are likely to read customer reviews before buying a product.

**80% of shoppers**  
feel more assured about their online purchases when aided by interactive tools.

**40% of shoppers**  
return online purchases due to sizing issues.

### WHAT WE ASSESS

This section assesses the quality of different categories of product content (details, user generated content, images, videos, filters, etc.) and the effectiveness of digital tools deployed for a seamless shopping experience. The availability of digital assistance to make product purchases uncomplicated and easy.

## 20 total attributes assessed, including:

- Presence of product related content like demo videos, product reviews, multiple angles of product images, detailed descriptions, and question/answer section.
- Availability of in-store inventory and filters for industry nuances on the listing page and product page.
- Availability of digital tools like virtual try-ons, fit tools, personalized product recommendation and comparison, an option to 'try-and-buy', etc.
- Availability of rental services and installation services.

## Health & Beauty retailers have displayed high adoption of capabilities around product information and associated content.

Health & Beauty retailers are likely to offer high involvement purchases and have deployed advanced functionalities such as personalized recommendations and user-generated content.

Luxury and Grocery retailers still have to increase their adoption of capabilities related to product content.

**Lowest Adoption**



**Highest Adoption**

**Luxury**  
**22%**

**Product ratings on product page**  
Industry average adoption: 76%

**Health & Beauty**  
**100%**

**Luxury**  
**0%**

**Question/Answer section on product page**  
Industry average adoption: 34%

**Home Improvement & Furniture**  
**60%**

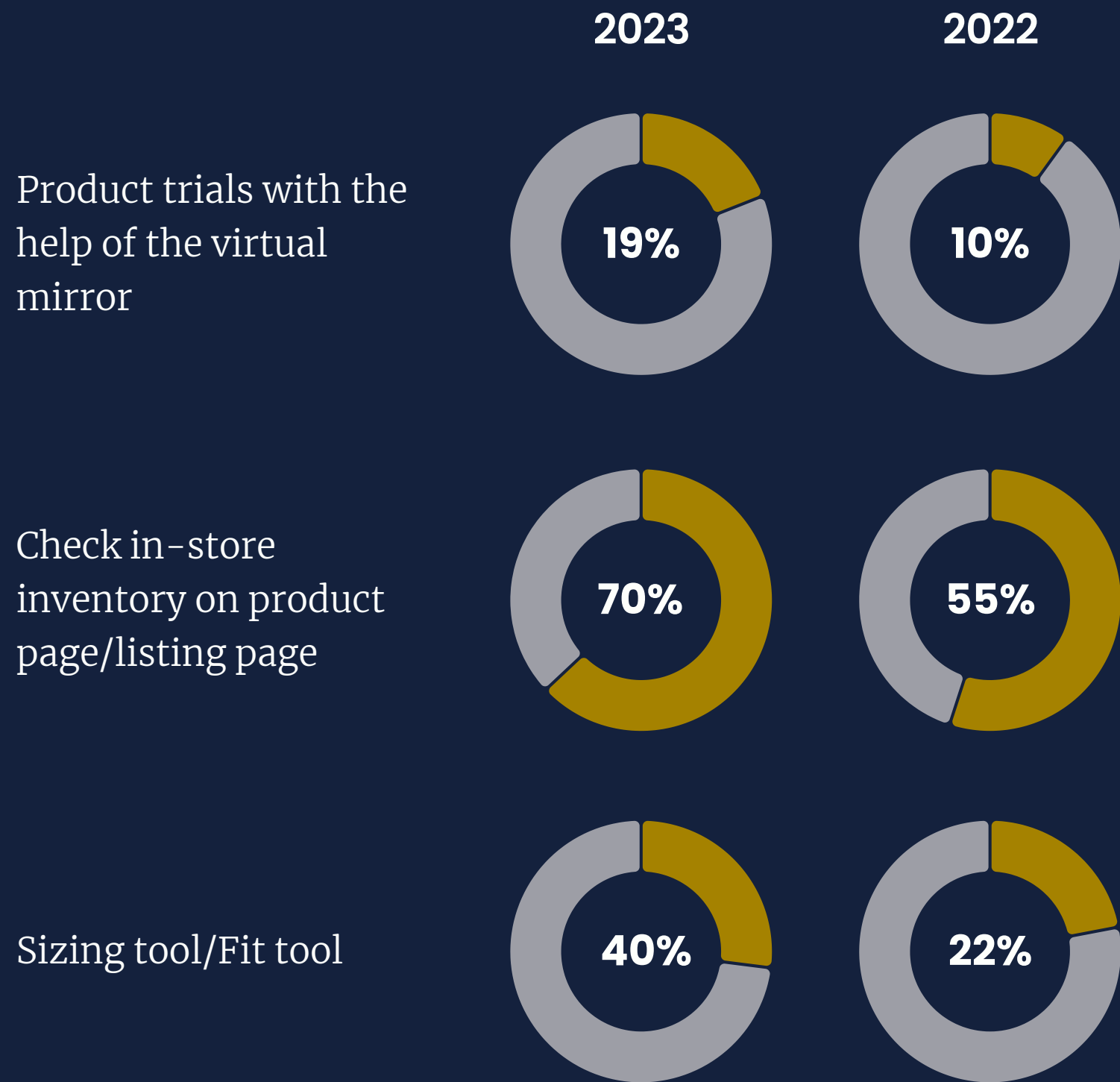
**Grocery**  
**15%**

**Personalized product recommendations**  
Industry average adoption: 58%

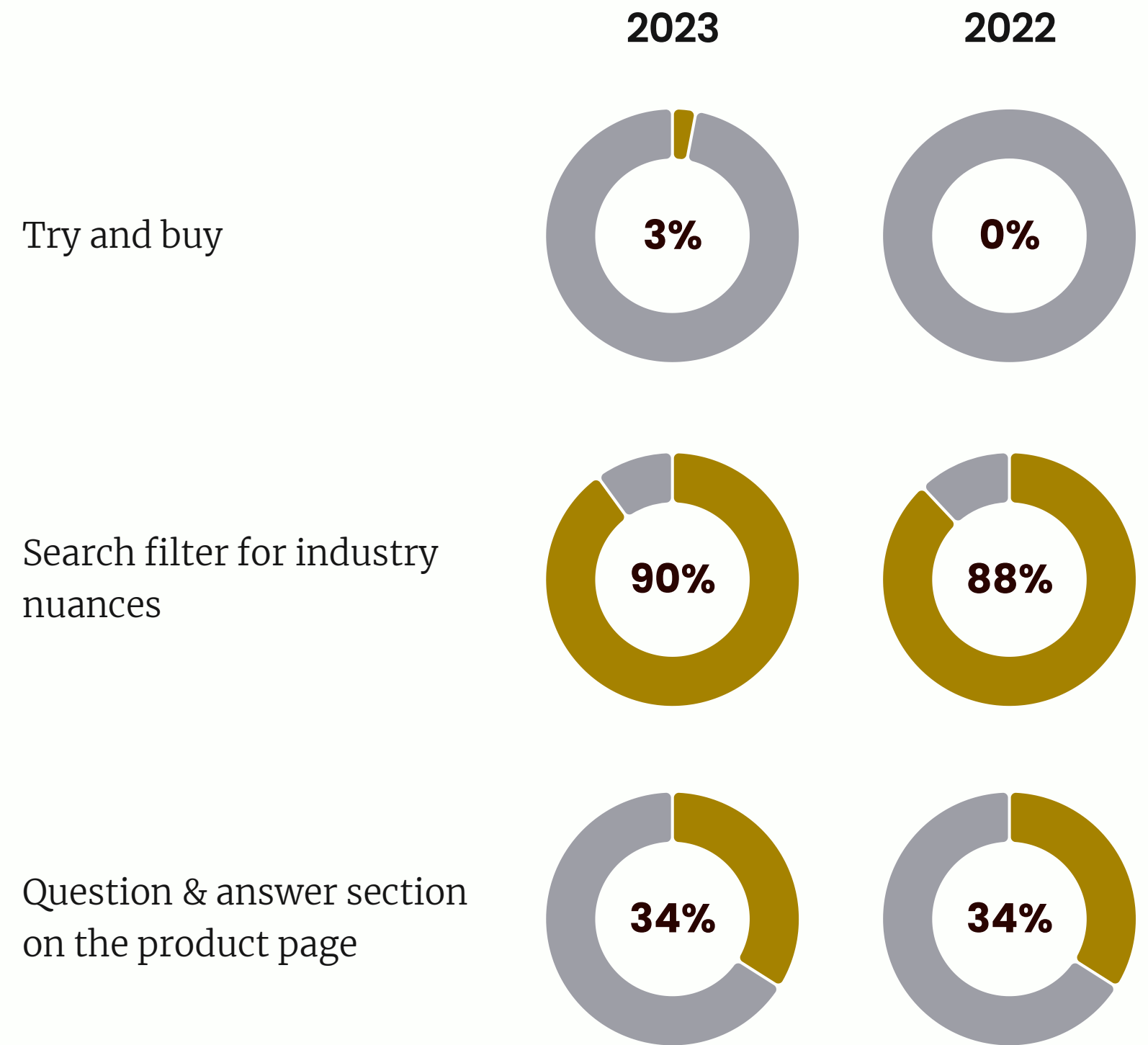
**Health & Beauty**  
**79%**



## Areas of high growth: Digital tools and inventory



## Areas of low growth: Filters and content



## PRODUCT CONTENT & DIGITAL EXPERIENCE: SPOTLIGHT

### Try before you buy

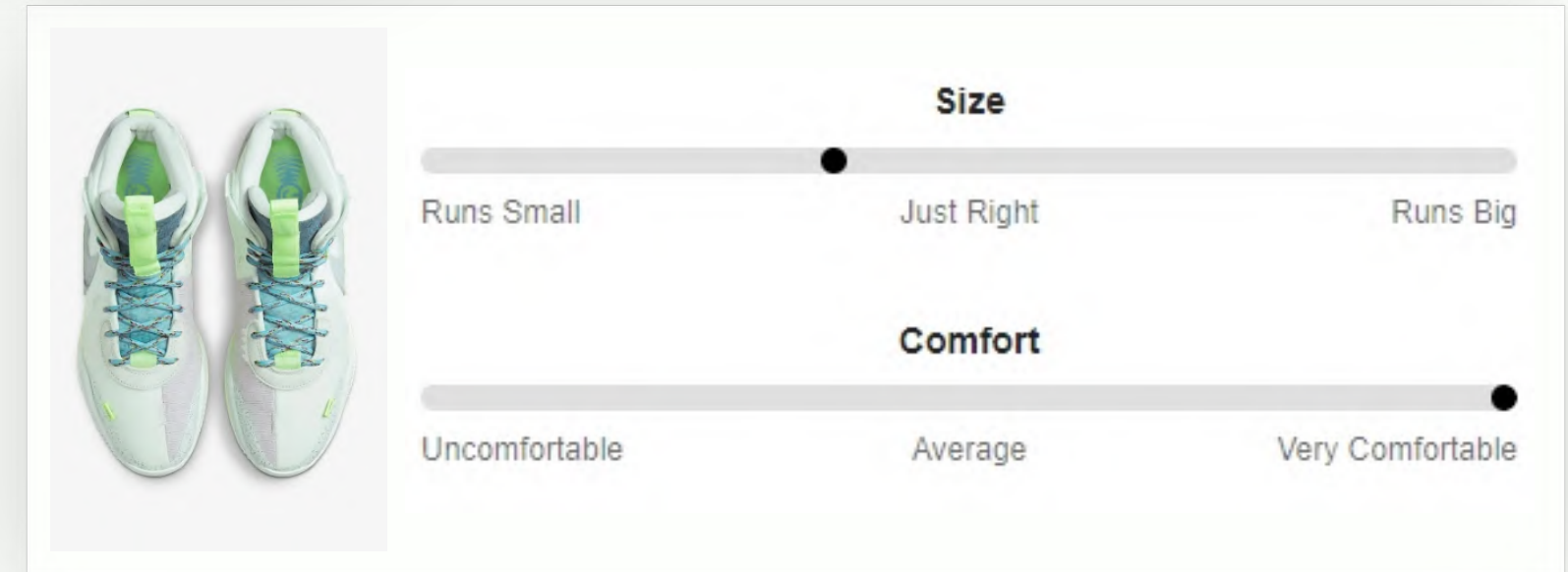
Put your selfies to work! Try on fun, new makeup shades, virtually. Experiment all you want and shop your new look.



### Virtual try on for products.

40% of online purchases are returned and retailers need to make an effort to reduce the same by implementing innovative solutions, such as giving shoppers access to see the product via a virtual try on. This allows the shopper to evaluate the product much better than simply browsing through the product images and description. However, only 19% of retailers offer a virtual try on option.

JCPenney allows shoppers to use the feature of virtual try on for certain products so as to make informed purchases.



### Access to feedback on product nuances.

Shoppers rely on detailed product reviews to make an informed purchase. Retailers provide a comprehensive view of ratings and reviews to maintain transparency for the shopper. 93% of shoppers will read reviews before making a purchase online. Currently, 37% of retailers offer the ability to review and rate a product based on specific key nuances.

Nike provides the shopper ample flexibility to review a product in its entirety with emphasis on key attributes of the product such as fit, comfort, etc.

## Spotlight: The Home Depot

The Home Depot provides a superior product discovery and search experience to its shoppers.

### 42% of retailers

give shoppers access to useful demo videos on product pages.

### 34% of retailers

offer access to the informative and interactive question and answer section on product pages.

### Only 17% of retailers

enable product comparisons for products of similar categories.

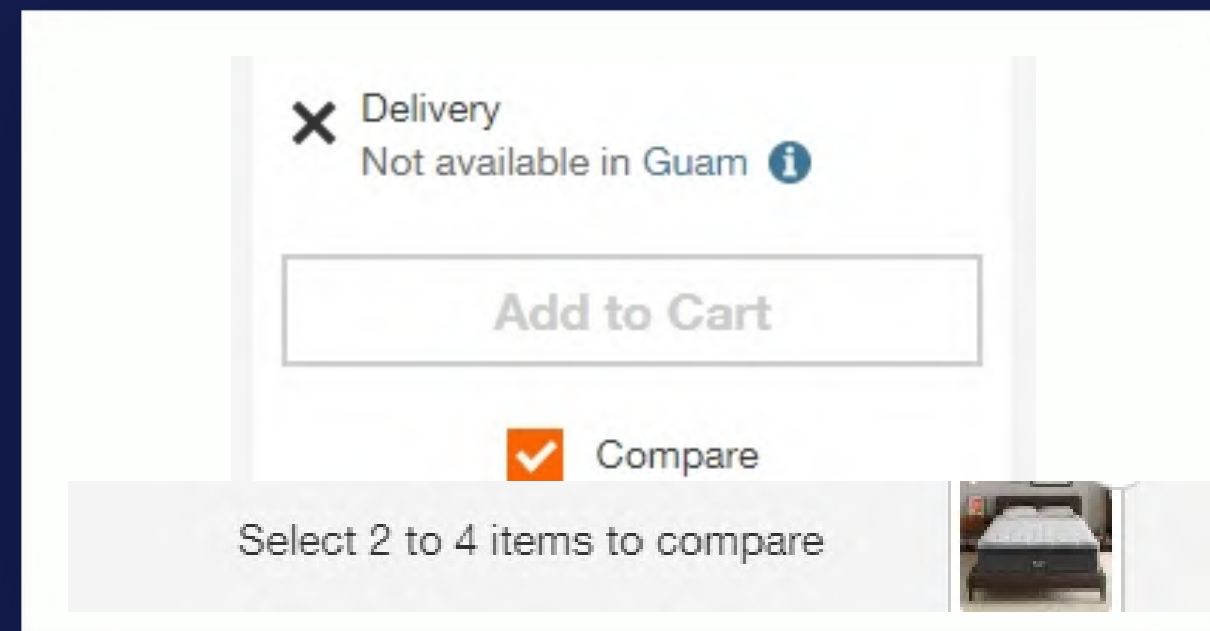
### 36% of retailers

give shoppers access to various installation services.

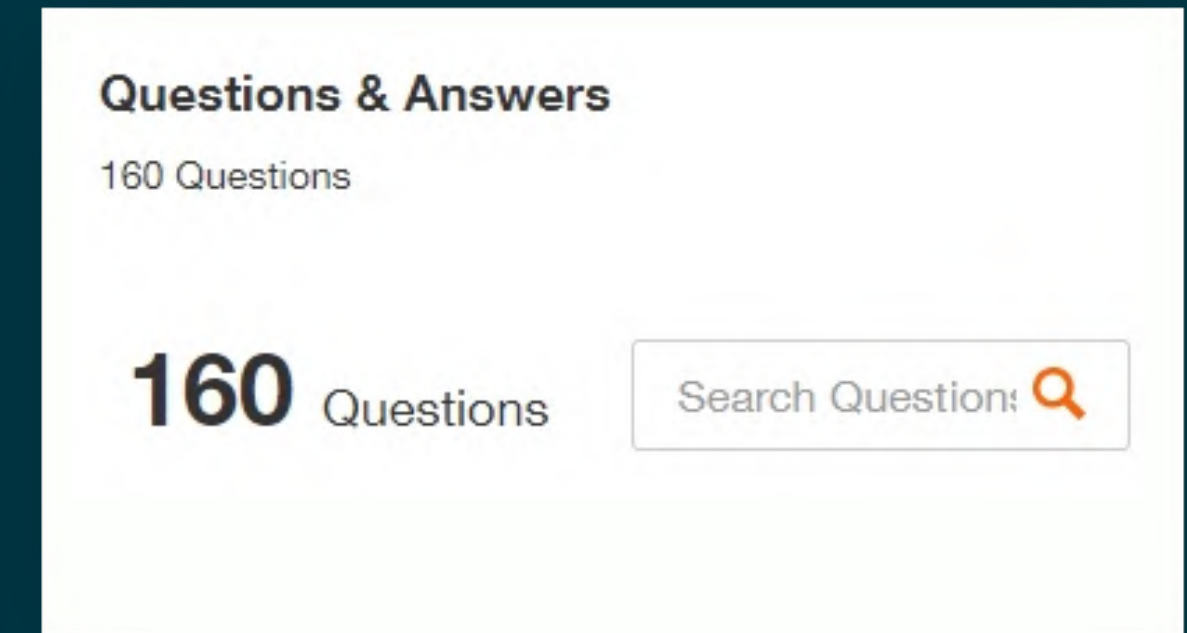
## Access to product demo videos.



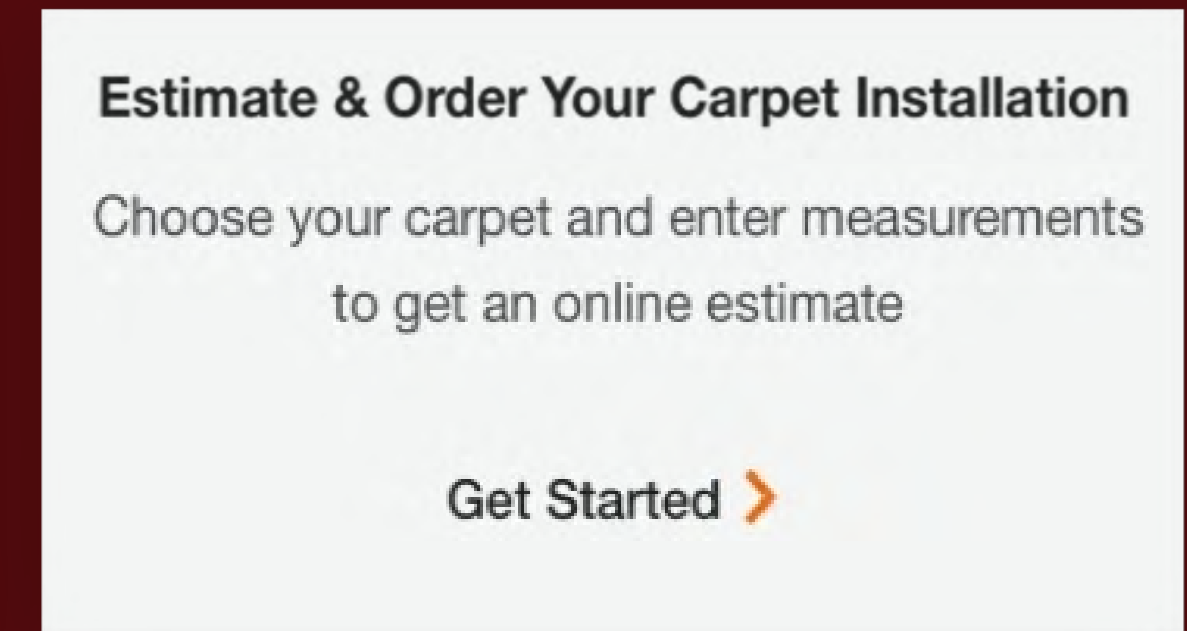
## Simplified search with product comparison tool.



## Access to question and answer section.



## Access to product installation.



02 | Return Policy & Information

# Availability and Clarity of Return Policies Pre-Purchase

## Exhaustive return policy for a seamless return experience

Approximately 80% of retailers highlight their return policies on brand website landing pages, reducing customer service intervention.

Well-documented policies for returns, refunds, and exchanges help shoppers understand a brand's terms before making a purchase.

Retailers must evolve the returns policy to be more comprehensive and consistent across channels.

### WHY IT MATTERS

Retailers have been offering self-help options for a few years now, with nearly 100% adoption of clearly defined and documented policies for returns, exchanges, and refunds. These policies cover the majority of use cases and help retailers minimize customer service intervention.

#### 74% of shoppers

read a brand's return policy before buying online.

#### 70% of shoppers

consider free return to be an important factor while making online purchases.

#### 58% of shoppers

want a smooth, no-questions-asked return experience across channels.

### WHAT WE ASSESS

This section evaluates the availability, accuracy, clarity, and consistency of return policies and information regarding product exchange and refund.

## 21 total attributes assessed, including:

- Presence of return policy on footnote, product page, and cart page.
- Availability of return modification and cancellation information.
- Status and tracking information for orders, returns, and refunds.
- Clarity on the additional cost to return product/order, restocking fees, etc.
- Flexibility of return policy, price match guarantee, and incentives offered for BOPIS.
- Availability of benefits for loyalty members and eligibility for returning personalized and customized products.
- Displaying delivery timelines based on destination zip code on product detail page.

## Apparel & Accessories, and Home Improvement & Furniture retailers lead the pack in clarity of return policy and information.

Apparel & Accessories retailers along with Home Improvement & Furniture retailers have the most mature capabilities surrounding their return policies, including the option to initiate returns online, providing return benefits to loyalty members, and price match guarantee.

Grocery retailers still lag in providing a detailed return policy.

**Lowest Adoption**



**Highest Adoption**

**Grocery**  
**8%**

**Returns initiated online**  
Industry average adoption: 61%

**Apparel & Accessories**  
**91%**

**Grocery, Health & Beauty**  
**0%**

**Return benefits to loyalty members**  
Industry average adoption: 7%

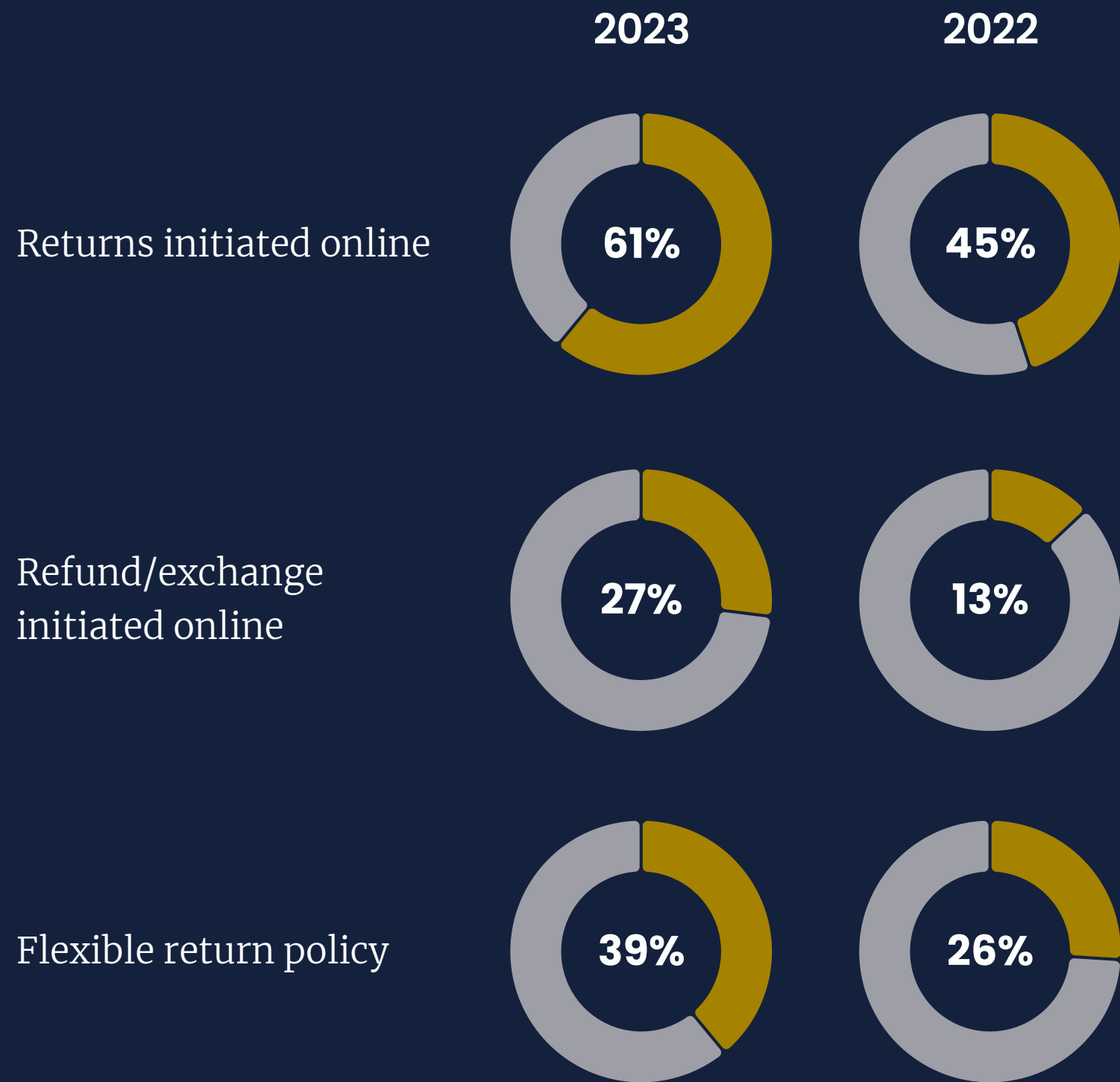
**Apparel & Accessories, Home Improvement & Furniture**  
**13%**

**Grocery**  
**15%**

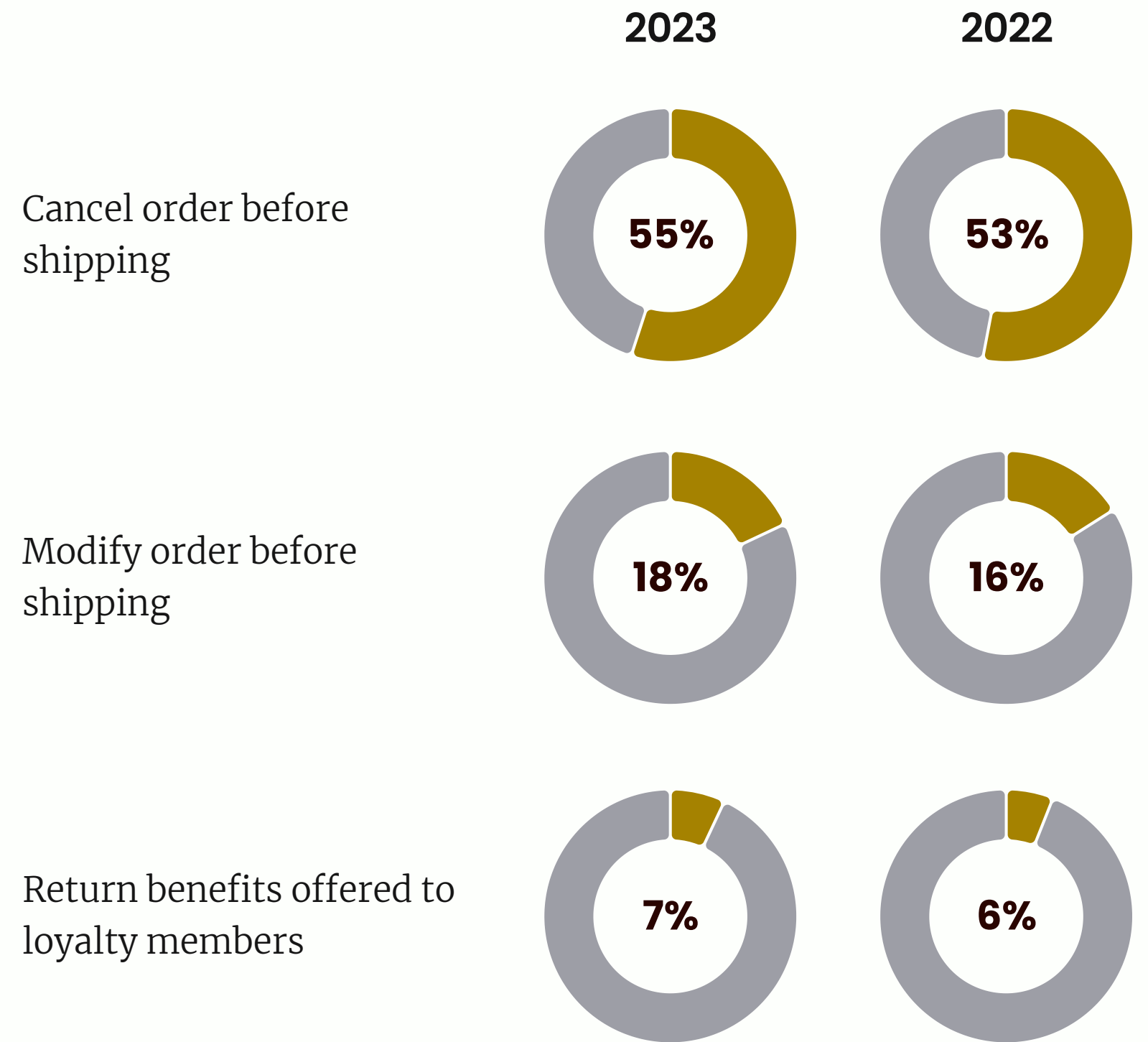
**Price match guarantee**  
Industry average adoption: 38%

**Home Improvement & Furniture**  
**60%**

## Areas of high growth: Return policy



## Areas of low growth: Order modification and return benefits



## RETURN POLICY & INFORMATION: SPOTLIGHT

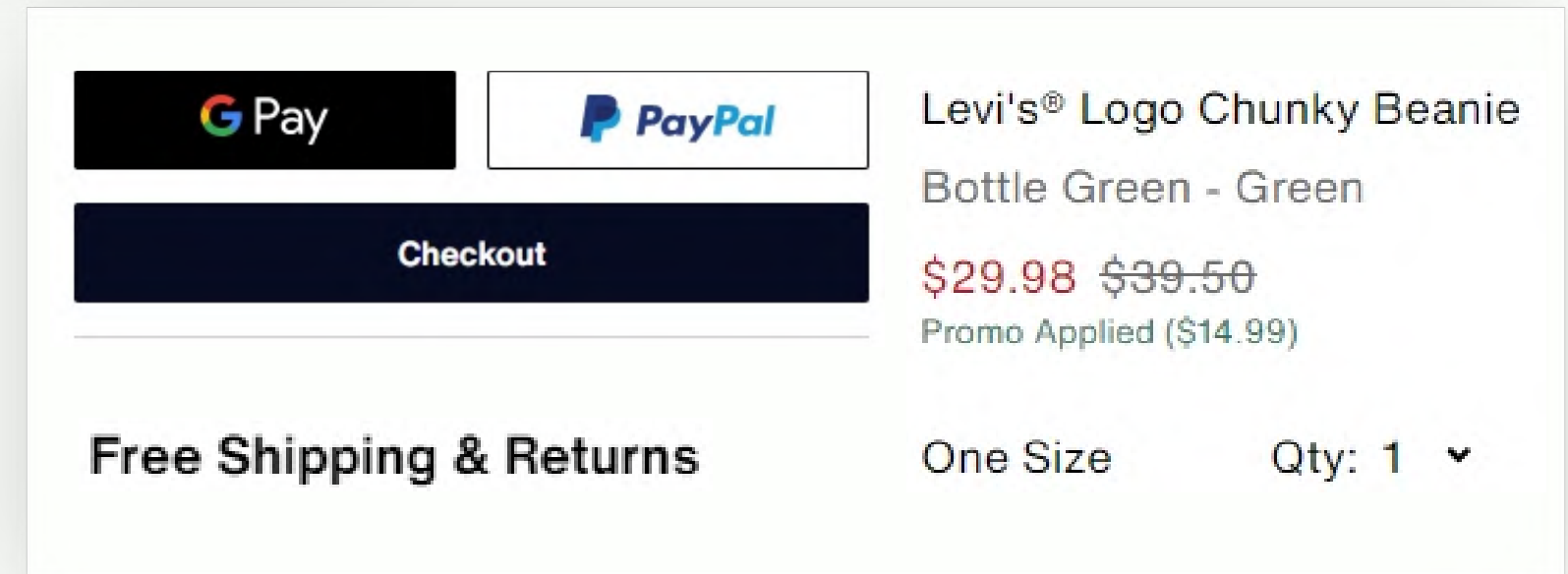
### Returns via Return Shipment

- Once your package is scanned, you will receive a return confirmation email with a tracking number, allowing you to track the progress of your return shipment.

### Option to track return/refund status.

92% of shoppers prefer a retailer that offers a smooth return experience. The prospect of quick and easy returns motivates shoppers to be loyal to a retailer. Currently, 23% of retailers offer shoppers the option to track returns.

**Lane Bryant** provides easy access to track return/refund status via tracking ID and return confirmation email.



### Availability of return policy on cart page.

Retailers who provide a return policy that is easily accessible on key pages across the website display a sense of trust and transparency. 84% of shoppers read the return policy before making a purchase. Only 25% of retailers currently give shoppers access to the return policy via the cart page.

**Levi's** gives shoppers visibility on return policy throughout the shopping journey and increased visibility on crucial pages such as the cart page.



## Spotlight: Staples

Staples provides superior access to its return policy across key pages as well as simplified delivery and cost information.

**Only 41% of retailers** provide a 30-day return window.

**Only 20% of retailers** display delivery timelines on product pages.

**Only 33% of retailers** provide return-related benefits to their loyalty members.

**38% of retailers** allow shoppers to utilize price matches for competitive prices.

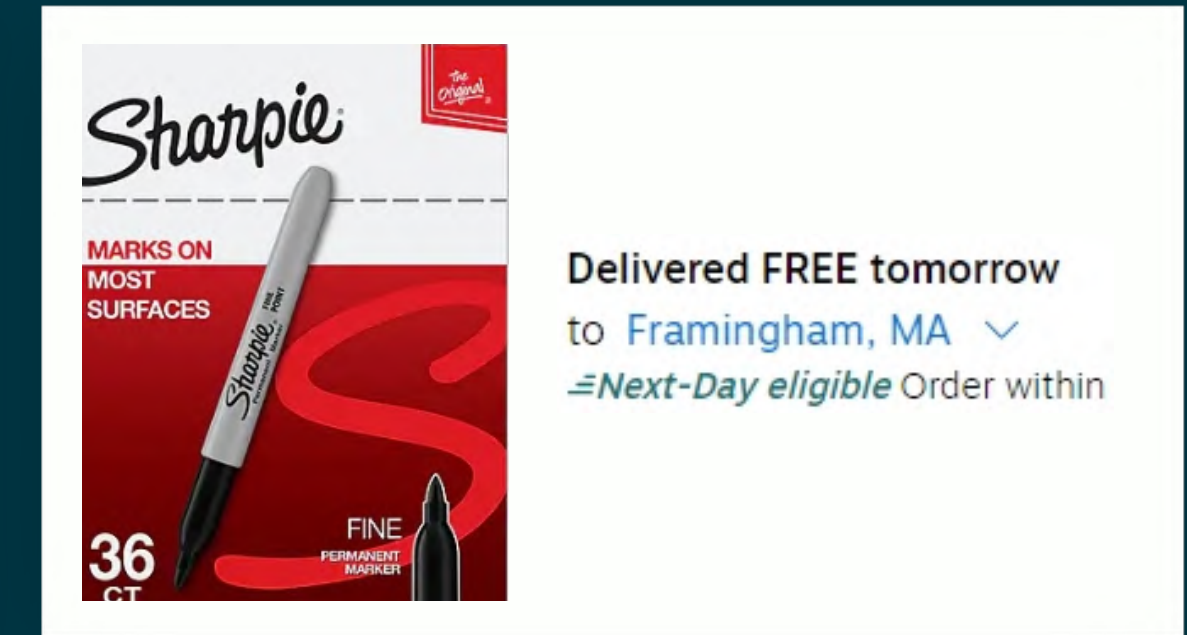
## Anytime returns and 30-day return window.

Office Supplies	These items may be returned at any time.
Software	Unopened boxed software that we currently sell may be returned for a full refund within 30 days. Opened boxed software and Downloadable software is not returnable or refundable.

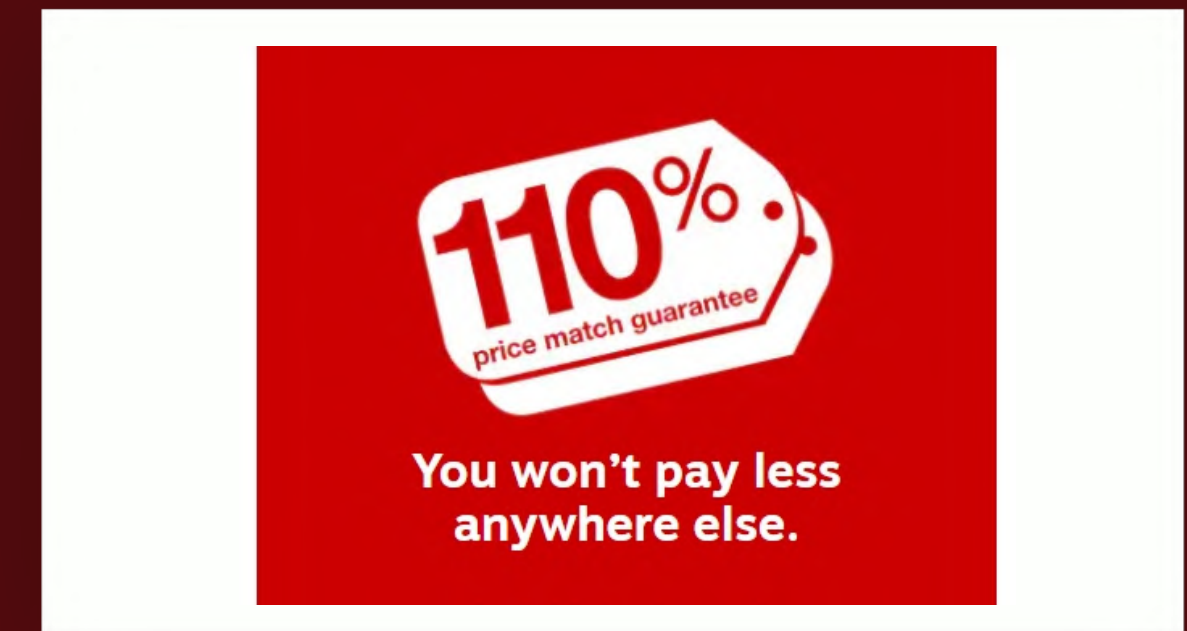
## Expedited refunds to loyalty members.

Staples Rewards®	
Rewards <b>Premier</b>	Rewards <b>Elite</b>
Free, expedited refunds	Free, expedited refunds

## Delivery timeline based on zipcode on product page.



## Access to price match guarantee.


















## Leaders in Pre-Purchase Functional Capabilities.

Incisiv recognizes these 13 retailers and brands as leaders in **Pre-Purchase Functional Capabilities** within and across retail segments.

Building upon a solid foundation of table-stake capabilities, they lead in the adoption of differentiated frictionless fulfillment capabilities.

The full leaderboard is available at the end of this report.

Retailers rated as Omnichannel Returns Leaders in pre-purchase functionalities, in alphabetical order.

# Post-Purchase Capabilities Capabilities that Maximize Shopper and Return Experience

The background of the slide features a close-up, slightly blurred image of a person's hands holding a thick stack of US dollar bills. The bills are fanned out, showing various denominations, though the focus is on the texture and color of the paper. The entire image is overlaid with a semi-transparent dark red filter. The text is centered over this background.

03 | Returns & Refund Process

# Time, Cost, and Process of Returns

## Convenient return process is an integral part of a flawless customer experience.

Flexible and convenient returns go a long way in driving customer satisfaction and loyalty, and drive both top- and bottom-line growth.

Flexible return windows, expedited processing, zero charges, and doorstep returns are important customer experience differentiators. Can shoppers cancel returns? Can shoppers return without invoices? These are important questions retailers need to address.

### WHY IT MATTERS

Flexible timelines, no cost, and channel flexibility of returns can prove to be game changers. These will also result in higher conversion and shoppers' concerns are alleviated.

**73% of shoppers** choose a retailer based on return experience.

**62% of shoppers** are more likely to make an online purchase if products can be returned to a brick-and-mortar store.

**50% of shoppers** are likely to switch to another retailer if they had to pay for returns.

### WHAT WE ASSESS

This section assesses the complete return process across different channels, return windows, processing time, and scheduling options. It also assesses the convenience and effectiveness of the returns process.

**28 total attributes assessed, including:**

- Window for returns and processing returns, and availability of kiosks/lockers.
- Availability of different product return options like return in-store, drop off at UPS location, curbside returns.
- Schedule return pickup & cancel returns.
- Availability of digital return labels.
- Refunding shipping fees for products returned.
- Presence of a returns policy for missing invoices, sale items, and gift cards.
- Ease of replacing damaged products.
- Availability of instant credit, discounts for in-store returns.

## Consumer Electronics retailers lead the industry in providing a seamless returns experience.

Consumer Electronics retailers have advanced returns capabilities like an option to drop returns at a UPS location, print return labels online, and extended return period for the holiday season.

Home Improvement & Furniture retailers allow shoppers to return damaged products for a replacement.

**Lowest  
Adoption**



**Highest  
Adoption**

**Grocery**  
**0%**

**Drop returns at UPS location/Post office**  
Industry average adoption: 45%

**Consumer Electronics**  
**78%**

**Grocery**  
**8%**

**Print return label online**  
Industry average adoption: 49%

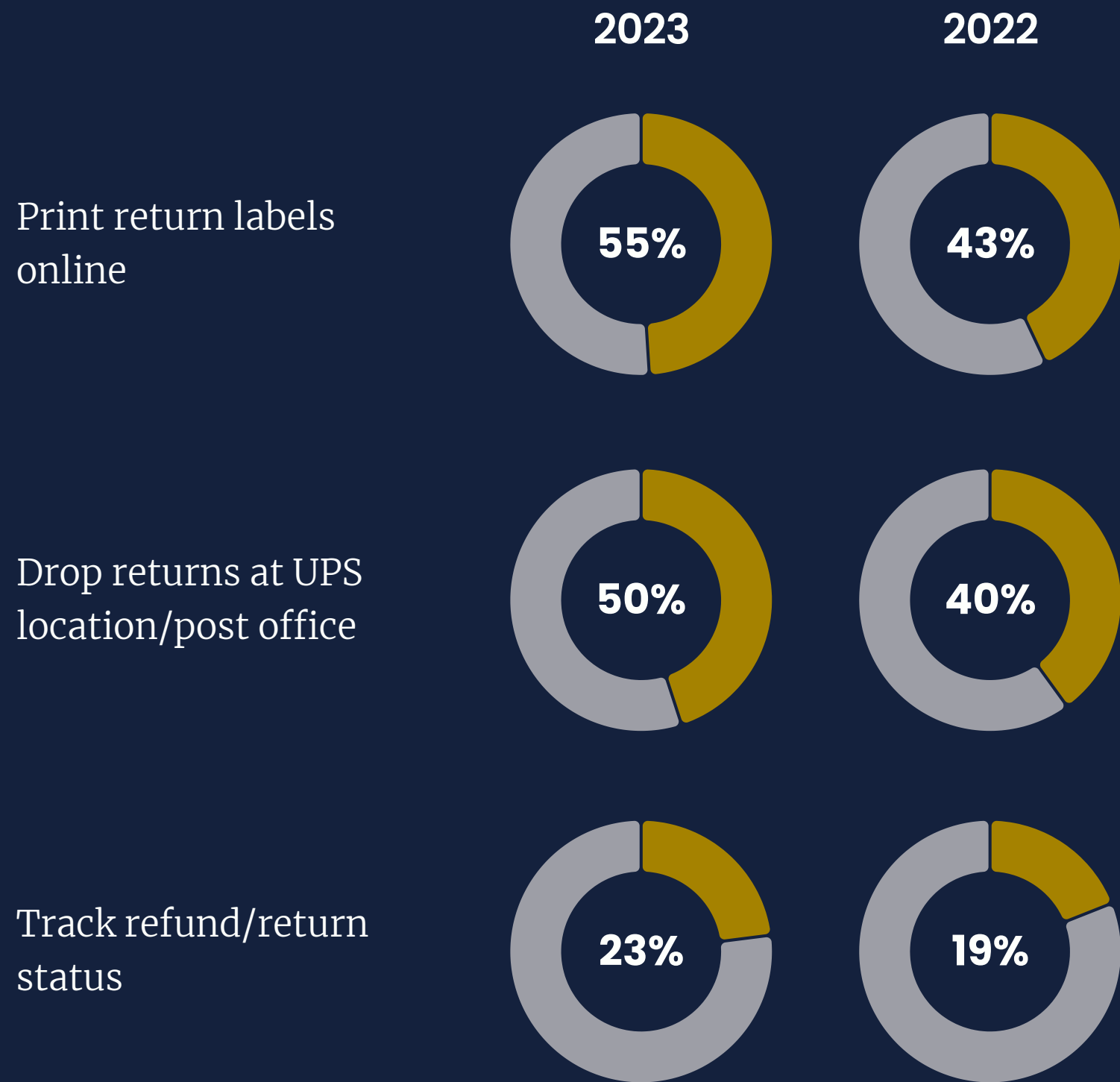
**Consumer Electronics**  
**78%**

**Luxury**  
**0%**

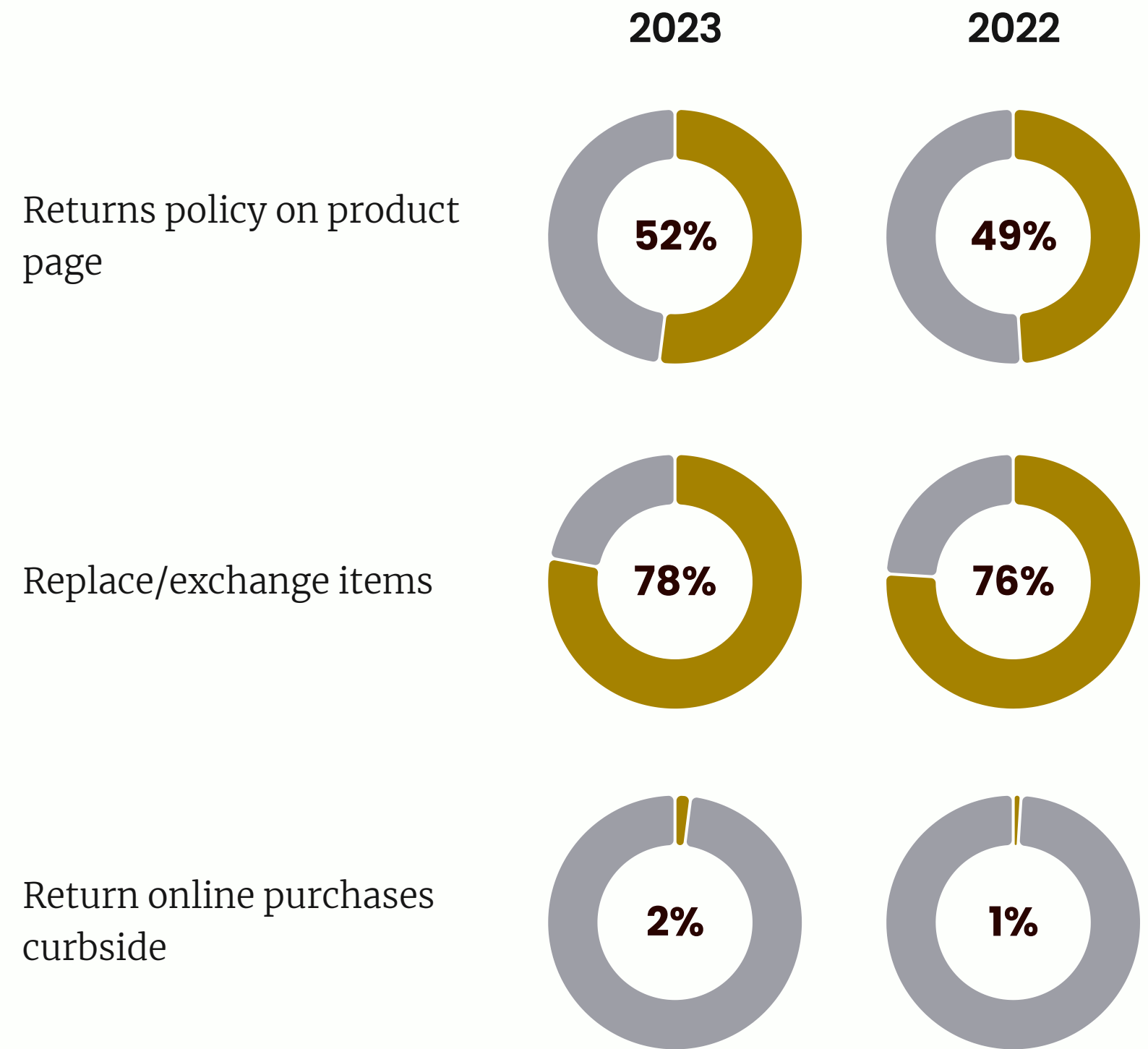
**Replacement for damaged products received**  
Industry average adoption: 31%

**Home improvement  
& furniture**  
**60%**

## Areas of high growth: Return options



## Areas of low growth: Availability and terms



## RETURNS & REFUND PROCESS: SPOTLIGHT



### Ship it back to us

Ship it for free with a prepaid UPS shipping label.  
[Start a return](#)

### Convenience of pre-paid return labels.

30% of shoppers tend to make impulsive and excessive purchases that they later wish to return. The access to pre-paid return labels is an advantage for shoppers who seek to let go of a few purchases without much hassle. Retailers have begun to offer easy returns options for a smooth post-purchase experience for shoppers.

**Best Buy** allows its shoppers to utilize the pre-paid return label that is easily accessible via the shopper's account on the website.

Now Accepting  
**amazon RETURNS**  
at Kohl's  
**We'll pack & ship for FREE**

[START YOUR AMAZON RETURN](#)

Available at all Kohl's store locations (excluding Anchorage, Alaska).

### Ability to return third-party marketplace purchases.

Shoppers value the flexible return processes and policies of retailers, yet purchases made on third-party marketplaces often have limited flexibility of returns. Thus, retailers who allow returns from third-party marketplaces provide an expansive return policy. Presently, only 4% of retailers offer such a unique return benefit for shoppers.

**Kohl's** offers shoppers the unique benefit of accepting returns of Amazon purchases.



## Spotlight: Macy's

Macy's provides a superior product return process and refund policy.

### Only 39% of retailers

allow shoppers to process returns without the original receipt.

### Only 15% of retailers

offer free returns or refunds the return shipping amount.

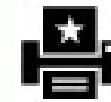
### Only 29% of retailers

offer flexible and separate return policies for the holiday season.

### 49% of retailers

allow shoppers to print return labels online.

## Ability to print label online.



### 2. Select and print

Select the item(s) to return, print confirmation page and mailing label(s).

## Refund of shipping fee.

### Free Returns

If you're not completely happy with your macys.com



### 1. Find your order

## Returns without receipt.

- receipt, the credit card you used to purchase, your return label or packing slip, you will get a refund in the original form of payment
- **It was a gift:** If you have a gift receipt, a return label or a bridal registry number, you will get a refund in the form of a store credit
  - **You don't have proof of purchase:** You may still be eligible for store credit for the item's lowest selling price within the last 180 days

## Flexible returns on holiday purchases.

### Holiday Return Policy

We are happy that Macy's is your gift destination. We want you to love your gift or purchase, but if you are not completely satisfied we will gladly accept most returns by mail or in stores within 90 days of purchase for free. For the holiday season, Macy's is extending our return acceptance timeframe. Effective on purchases starting October 3, 2022 - November 3, 2022, most merchandise purchased at Macy's or macys.com will be accepted for an

04 | 360-Degree Service

# Assistance and Tracking of Returns

## Responsive and supportive customer service channels are crucial for a seamless return experience.

Shoppers encountering friction returning items and scheduling appointments with stores and brand professionals in a continuously evolving shopping landscape leads to dissatisfaction and reduced loyalty.

In order to drive shopper retention and loyalty, brands must make their return experience smooth and seamless, starting from initiating returns via chat, call, and virtual assistant, to providing return status and tracking.

### WHY IT MATTERS

Providing shoppers with speedy solutions to schedule returns, receive support, and book appointments is imperative for driving shopper satisfaction. Assistance in and tracking of returns across all channels forms an important foundation for a pleasant customer experience.

### 81% of shoppers

indicate that a seamless customer experience boosts the possibilities of making a purchase.

### 69% of shoppers

prefer dedicated support via phone calls.

### 31% of shoppers

consider fixing the issue in one go an important feature of a pleasant customer experience.

### WHAT WE ASSESS

This section evaluates the convenience and availability of online customer service concerning product returns, availability of multiple return options, receiving self-help, and provisions for managing shopper queries.

## 11 total attributes assessed, including:

- Ability to initiate returns via call, chat.
- Availability of virtual assistant.
- Provision to receive call back from support team.
- Availability of instant customer feedback and self-help sections.
- Ability to schedule appointments for in-store shopping and returns.
- Ability to book chat interactions and video consultations with brand experts.
- Availability of return status and tracking.

## Department stores outperform the others, closely followed by consumer electronics in providing a comprehensive service.

Department Stores have a strong adoption of self-service capabilities along with the option of initiating returns using chat and providing feedback on the purchase experience. Consumer Electronic retailers allow shoppers to schedule chat interactions with brand experts.

Grocery, General Merchandise, and Luxury retailers lag in providing a strong set of customer service capabilities to their shoppers.

**Lowest Adoption**



**Highest Adoption**

**Grocery**  
**38%**

**Initiate returns via chat**  
Industry average adoption: 73%

**Department Stores**  
**87%**

**General merchandise, Home Improvement & Furniture, Luxury**  
**0%**

**Schedule chat interactions with brand experts**  
Industry average adoption: 3%

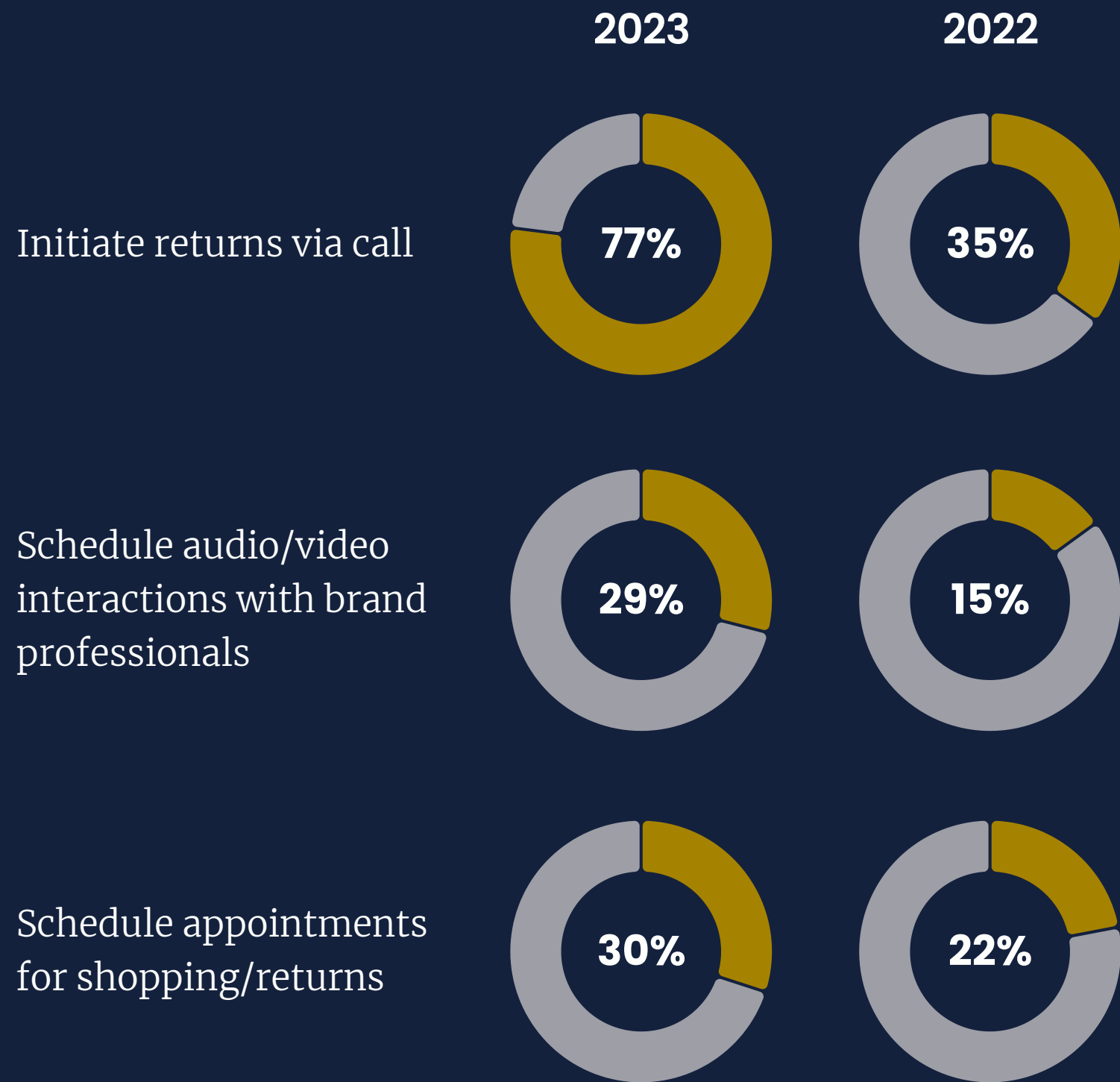
**Consumer Electronics**  
**22%**

**Luxury**  
**11%**

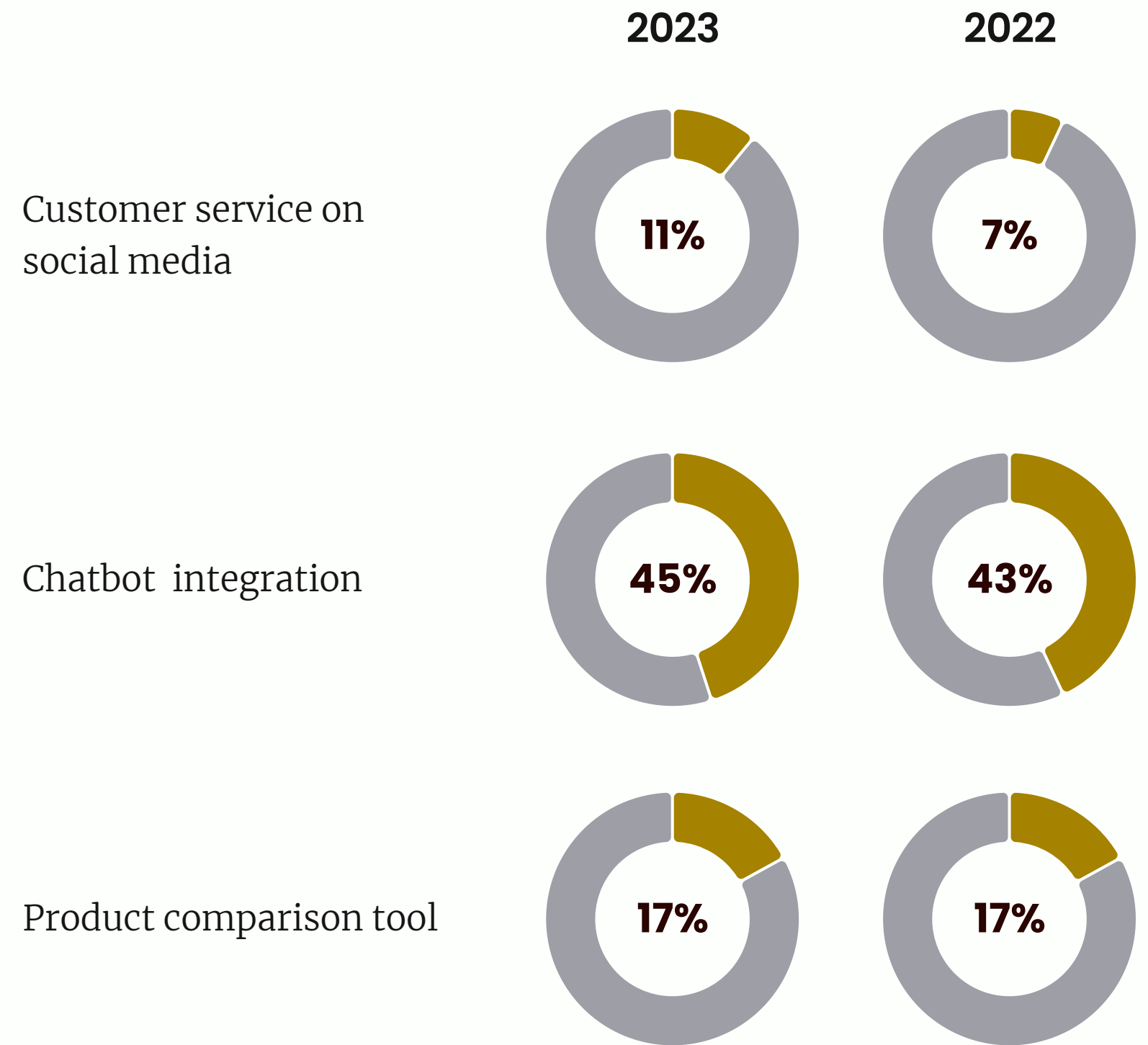
**Instant feedback on purchase experience**  
Industry average adoption: 55%

**Department Stores**  
**80%**

## Areas of high growth: Schedule appointments



## Areas of low growth: Customer support



## 360-DEGREE SERVICE: SPOTLIGHT

### Defective or Incorrect Items

If you receive a product that is damaged in shipping, defective or that is not the product you ordered, please return it during your return and exchange time period to a Best Buy store — and we will arrange for a replacement. If you would rather return the item by mail during your return and exchange time period, please call us for special instructions at 1-888-BEST BUY (1-888-237-8289). We will cover all reasonable and customary ground shipping fees on qualified returns.

## Replacement of damaged products received.

20% of shoppers return products that are damaged. The impact on the purchase experience is negative in such cases. Retailers can offset the impact by being prompt in sending replacements for the damaged product. Currently, only 31% of retailers offer the advantage of replacing damaged products.

**Best Buy** takes measures to protect the shopper's interests and promptly aids in replacing products that were found damaged on receipt.

### RETURNS BY MAIL

You'll receive a confirmation email once we've received your return

Please visit our [Return & Exchanges Center](#) to track your request. Once your return is processed, you'll receive a notification email for your refund.

## Access to return process updates.

The modern day shopper values convenience and transparency of processes. 28% of shoppers give emphasis on easy returns and hassle-free updates on the same. Retailers must provide updates about return process to shoppers. Presently, only 10% of retailers offer return status updates to shoppers.

**Levi's** keeps shoppers updated and in sync with the returns process with maximum transparency.

## Spotlight: Nordstrom

Nordstrom provides a superior 360-degree service for shoppers to make informed purchases as well as get assistance post purchase.

**Only 2% of retailers** allow shoppers to drop off returns at the curbside.

**Only 20% of retailers** have rules and policies to protect against fraud return claims.

**55% of retailers** enable shoppers to give feedback on purchase experience.

**73% of retailers** allow shoppers to initiate returns via chat.

## Access to curbside returns.

### DROP OFF CURBSIDE

- Start your return online.
- Drop off your items using contactless Curbside Returns, available at any store.
- We're unable to accept fine jewelry, designer items, opened baby gear or Nordstrom Rack items curbside.
- Refunds can be expected in 5-7 business days.

## Initiating returns via chat.

just wanted to know if i would be able to return a product via chat

Absolutely, remember that we don't have time frame for returns and you can return it in any of our stores or by mail.

## Returns policy against fraudulent practices.

### Why does Nordstrom request my personal identification for a return without a record of sale?

Because of our liberal return philosophy, we have this internal auditing procedure to give us the ability to monitor and investigate refunds and returns without a record of sale.

## Feedback on purchase experience.

### NORDSTROM

We'd love your thoughts!

Take a quick survey to help us make Nordstrom.com even better.

If you choose 'Yes,' you'll see the survey at the end of your visit.



## Leaders in Post-Purchase Functionalities.

Incisiv recognizes these 14 retailers and brands as leaders in **Post-Purchase Functional Capabilities** within and across retail segments.

Building upon a solid foundation of table-stake capabilities, they lead in the adoption of differentiated customer engagement and service.

The full leaderboard is available at the end of this report.

Retailers rated as Omnichannel Returns Leaders in post-purchase functionalities, in alphabetical order.






# Leaderboard

# Leaderboard

As part of its 2023 Omnichannel Returns Index, Incisiv assessed 128 retailers across 9 different industry sub-segments. The complete list of assessed retailers is provided here.

Each retailer assessed was given an overall rating as well as a functional-area rating across product content and digital experience, return policy and information, return and refund process, and 360-degree service. Incisiv's analysis found:

- 19 Leaders
- 35 Challengers
- 41 Followers
- 33 Laggards

Get in touch to request detailed information about your rating or to request a custom benchmark.

## Apparel

Abercrombie & Fitch  
 American Eagle Outfitters  
 Calvin Klein  
 Carter's  
 Finish Line  
 Foot Locker  
 Forever 21  
 GAP  
 Happy Socks  
 J.Crew  
 Lane Bryant  
 Levi's  
 Men's Wearhouse  
 Nike  
 Rue21  
 Skechers  
 Suitsupply  
 The Children's Place  
 The North Face  
 Under Armour  
 Urban Outfitters  
 Victoria's Secret  
 Zara

## Consumer Electronics

Apple  
 Best Buy  
 DELL Technologies  
 GameStop  
 Microsoft  
 Newegg  
 Nintendo  
 RadioShack  
 Samsung

## Department Stores

Belk  
 Boscov's  
 Dillard's  
 JCPenney  
 Kohl's  
 Macy's  
 Neighborhood Goods  
 Neiman Marcus  
 Nordstrom  
 QVC  
 Saks Fifth Avenue  
 Sears  
 The RealReal  
 T.J. Maxx  
 Von Maur

## General Merchandise

Big lots  
 BJ's Wholesale Club  
 Costco  
 Dollar General  
 Dollar Tree  
 eBay  
 Family Dollar  
 Meijer  
 Target  
 Walmart

## Grocery

Albertsons  
 Giant Eagle  
 Giant Food  
 H-E-B  
 Hy-Vee  
 Ingles Markets  
 Kroger  
 Publix

Sprouts Farmers Market  
 Superior Grocers  
 Wegmans  
 Whole Foods Market  
 Winn-Dixie

## Health & Beauty

Bare Minerals  
 Bath & Body Works  
 CVS Health  
 Glossier  
 Kiehl's  
 Lush  
 Madison Reed  
 Rite Aid  
 Sally Beauty Supply  
 Sephora  
 The Body Shop  
 The Vitamin Shoppe  
 Ulta Beauty  
 Walgreens

## Home Improvement & Furniture

Ace Hardware  
 Ashley Homestore  
 Bed Bath & Beyond  
 Brooklinen  
 IKEA  
 Lowe's  
 Menards  
 Overstock  
 Pottery Barn  
 RH  
 Sherwin-Williams  
 The Home Depot  
 Tractor Supply Company

Wayfair  
 Williams Sonoma

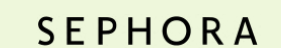
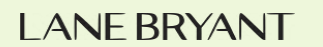
## Luxury

Burberry  
 Chanel  
 Coach  
 Dior  
 Gucci  
 Hermes  
 Louis Vuitton  
 Prada  
 Ralph Lauren

## Specialty

Advance Auto Parts  
 ASICS  
 AutoZone  
 Barnes & Noble  
 Bass Pro Shops  
 Canadian Tire  
 Cartier  
 Chewy  
 Dick's Sporting Goods  
 Hobby Lobby  
 Jo-Ann Stores  
 Michaels Stores  
 Office Depot  
 O'Reilly Auto Parts  
 Party City  
 Petco  
 PetSmart  
 Staples  
 Tiffany & Co.  
 Zales

## Leaders





## ABOUT INCISIV

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Incisiv is a peer-to-peer executive network and industry insights firm for consumer industry executives navigating digital disruption.

Incisiv offers curated executive learning, digital maturity benchmarks and prescriptive transformation insights to clients across the consumer and technology industry spectrum.

[incisiv.com](http://incisiv.com)

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## ABOUT APPRISS RETAIL

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Leveraging more than 20 years of data science expertise, Appriss Retail transforms multichannel consumer interactions and loss prevention by providing real-time, actionable recommendations that reduce fraud and losses, drive efficiency, and maximize profitability. The company's Software-as-a-Service (SaaS) solutions for behavior-based recommendations (BBR) and exception-based reporting (EBR) allow retailers to use machine learning and artificial intelligence to stop, modify, redirect or reward the actions of employees and consumers. Appriss Retail serves a global base of leading specialty, apparel, department store, hard goods, big box, grocery, pharmacy, and hospitality businesses in more than 180,000 physical and online locations in 45 countries across six continents.

[ApprissRetail.com](http://ApprissRetail.com)