INCISIV

Digital Maturity Index

Omnichannel Returns 2022

IN PARTNERSHIP WITH

APPRISS®
RETAIL

One of retail's perennial challenges is growing worse. *(and opportunity).*
Returns pose a customer, financial and environmental threat.

Digital double-down.
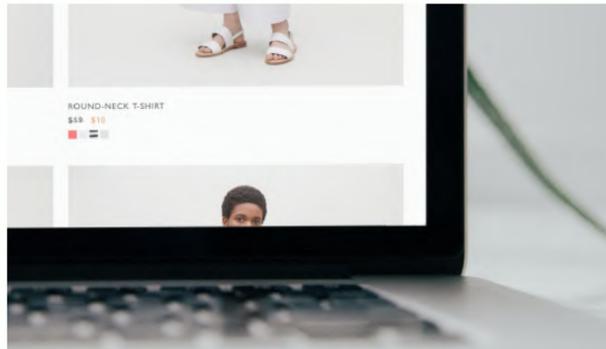
In 2020, U.S. retail returns totaled USD 428 billion. That's **10.6% of total retail trade.**[1] eCommerce average return rates are **2-3 times greater** than store-bought purchases within the same retail category.[2]

As digital penetration grows, so will retail's already large returns bill.

A race to the bottom.

The competitive bar is constantly being raised by the likes of Amazon in an already uneven playing field. **95% of shoppers say a poor returns experience** will make them less likely to shop from a brand again.[2]

As fast, free and easy returns become the norm, shoppers will continue to push retailers to do more.

Controllable opportunities.

6% of all returns are fraudulent.[1] Of the remaining, **73% occur** due to retailer controlled reasons such as inaccurate product descriptions, fit or quality issues.[2]

Retailers can take greater control of returns by doing both – addressing the root cause of why returns occur and improving the returns experience.

A greater cost.

Beyond the direct financial cost, retailers must consider the impact on customer, brand and environmental factors.

15 million metric tons of carbon dioxide is produced from returns every year.[3]

Retailers consider returns as a necessary cost of doing business.

Returns are as old as retail itself. They are baked into the cost of doing business. Merchandising teams and buyers account for average return rates, and executive leadership manages around "net sales" after factoring for theft and returns.

This cultural acceptance of returns as *fait accompli* means most conversations and initiatives around returns are largely tactical.

- Retailers have low quality of data around returns - from why they occur to whether a specific instance of return is good or bad for business
- Even retailers that are focused on improving the returns experience tend to use it as a blunt instrument with little nuance around for whom and why
- Most retailers' return policies are static and rigid, leaving little room for interpretation based on important context such as a shopper's lifetime value or returns history

Retailers must re-think returns as an integral part of their business strategy.

Every returns interaction is ultimately part of the larger fabric of a retailer-shopper relationship. Retailers must expand their ability to understand, analyze and act according to this broader context.

A return is not an isolated transaction. It is both a rich source of insight and an opportunity to engage. As returns become an increasingly important consideration, retailers must:

- Better understand why returns occur, and improve operations from sourcing to marketing to reduce the incidence of returns
- Utilize shopper and business context to make smarter decisions at the point of engagement when a return occurs
- Make returns frictionless for the shopper by unifying the experience across channels
- Optimize returns processes to ensure flawless execution and profitable operations

While retailers have adopted some capabilities across the board to reduce returns and optimize processing time and effort, there is significant scope for improvement.

Product Content & Digitization

80%
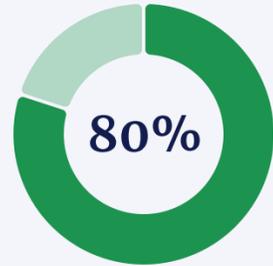
of retailers offer customer ratings and reviews.

9%
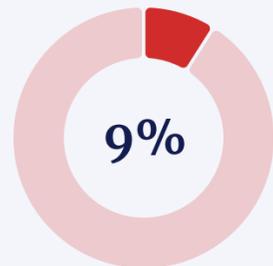
of retailers offer virtual try-ons or augmented-reality tools online.

Returns Policy & Information

80%

of retailers have a return policy mentioned on site.

13%
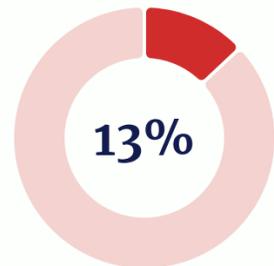
of retailers allow shoppers to initiate and track exchanges online.

Returns & Refund Process

85%
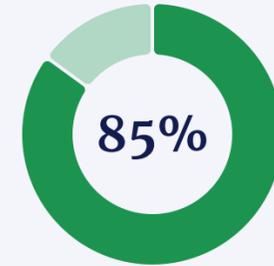
of retailers allow shoppers to return online purchases in-store.

13%
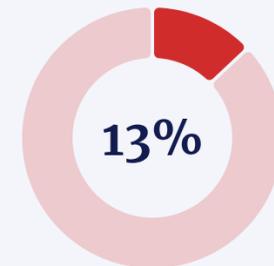
of retailers allow shoppers to return clearance sale items.

360-Degree Service

100%

of retailers have self-help options for return queries (FAQs, Customer Service) available.

18%
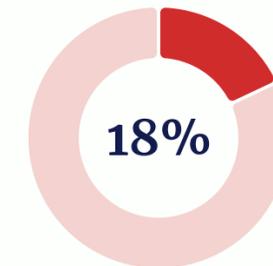
of retailers allow shoppers to track return / refund status.

Omnichannel Returns Index

Methodology & Approach

Incisiv's Digital Maturity Benchmarks

Incisiv conducts detailed assessments of global retailers' digital capabilities based on its proprietary benchmarking framework that combines shopper and executive insights with experience audits. Crucially, Incisiv's methodology considers the impact of specific digital capabilities on performance metrics that matter most – such as conversion and average order value (AOV).

Insights from Incisiv's Digital Maturity Benchmarks have been featured in leading publications

Bloomberg

Forbes

RETAIL DIVE

CNBC

MarketWatch

sn SUPERMARKET NEWS

Shopper Data

Insights from over 60,000 shoppers across multiple consumer industry categories.

Executive Insights

Surveys spanning over 2,500 global consumer industry executives.

Experience Audits

Detailed experience audits – from eCommerce to store visits – across 500+ global retailers.

Performance Impact

Performance data and benchmarks from 250+ global retailers.

Incisiv's 2022 Omnichannel Returns Index assesses top retailers' returns capabilities and experiences across four key areas.

The index is comprised of the top omnichannel retailers (by annual revenue) across 9 different industry segments. Each retailer's returns capabilities and experience were assessed using an observational methodology.

Unless stated otherwise, all data in this report is from Incisiv's 2022 Omnichannel Returns Index.

Returns Policy & Information
Availability of information at crucial decision points.

Returns & Refund Process
Speed, convenience and immediacy of returns and refunds.

Product Content & Digital Experience
Availability of product content and digital features that help reduce returns.

360-Degree Service
End-to-end returns tracking, resolution and customer assistance.

Incisiv's Omnichannel Returns Index

100
---
retailers benchmarked

55
---
digital capabilities assessed

9
---
industry segments covered

Apparel Basic (20), Apparel Luxury (8), Consumer Electronics (6), Department Stores (10), General Merchandise (10), Grocery (10), Health & Beauty (10), Home Improvement (8), Other Specialty (18).

Each assessment area includes table-stakes and differentiating experiences 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 and traffic.

TABLE-STAKES

Foundational capabilities 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.

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

Product Content & Digital Experience

- Option to filter search results by industry nuances
- Availability of product ratings/reviews on product page, personalized product recommendations
- Availability of sizing tool, product comparison tool, AR/VR tools
- Option to review products by industry nuances

Return Policy & Information

- Availability of return policy
- Availability of order status and tracking information
- Return policy displayed separately for online and in-store purchases
- Option to modify/cancel orders online
- Return policy for products without an invoice

Returns & Refund Process

- Option to return products in-store
- Option to exchange/replace products
- Return options: Drop at UPS location, curbside
- Option to schedule return pickup
- Cost of returning a product- shipping fee, restocking fee

360-Degree Service

- Availability of self-help
- Option to provide instant feedback
- Option to initiate returns online, via call and chat
- Option to schedule appointments for in-store shopping
- Option to schedule interactions with brand professionals: Chat, Audio/Video

Digital maturity benchmark: Rating categories.

Laggards offer a severely lacking digital maturity, missing even some basic table-stakes functionality.

Adoption of:
Table-stakes capabilities: Medium
Differentiators: Low

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

Adoption of:
Table-stakes capabilities: Medium-High
Differentiators: Low

Challengers offer a seamless digital 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
Differentiators: Medium

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

Adoption of:
Table-stakes capabilities: High
Differentiators: High

Retailers rated as Omnichannel Returns Leaders, in alphabetical order

Incisiv recognizes these 14 retailers and brands as **Overall Omnichannel Returns Leaders** within and across retail segments.

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

The full list of retailers assessed is available at the end of this report.

Pre-purchase capabilities

Capabilities that Help Reduce Returns
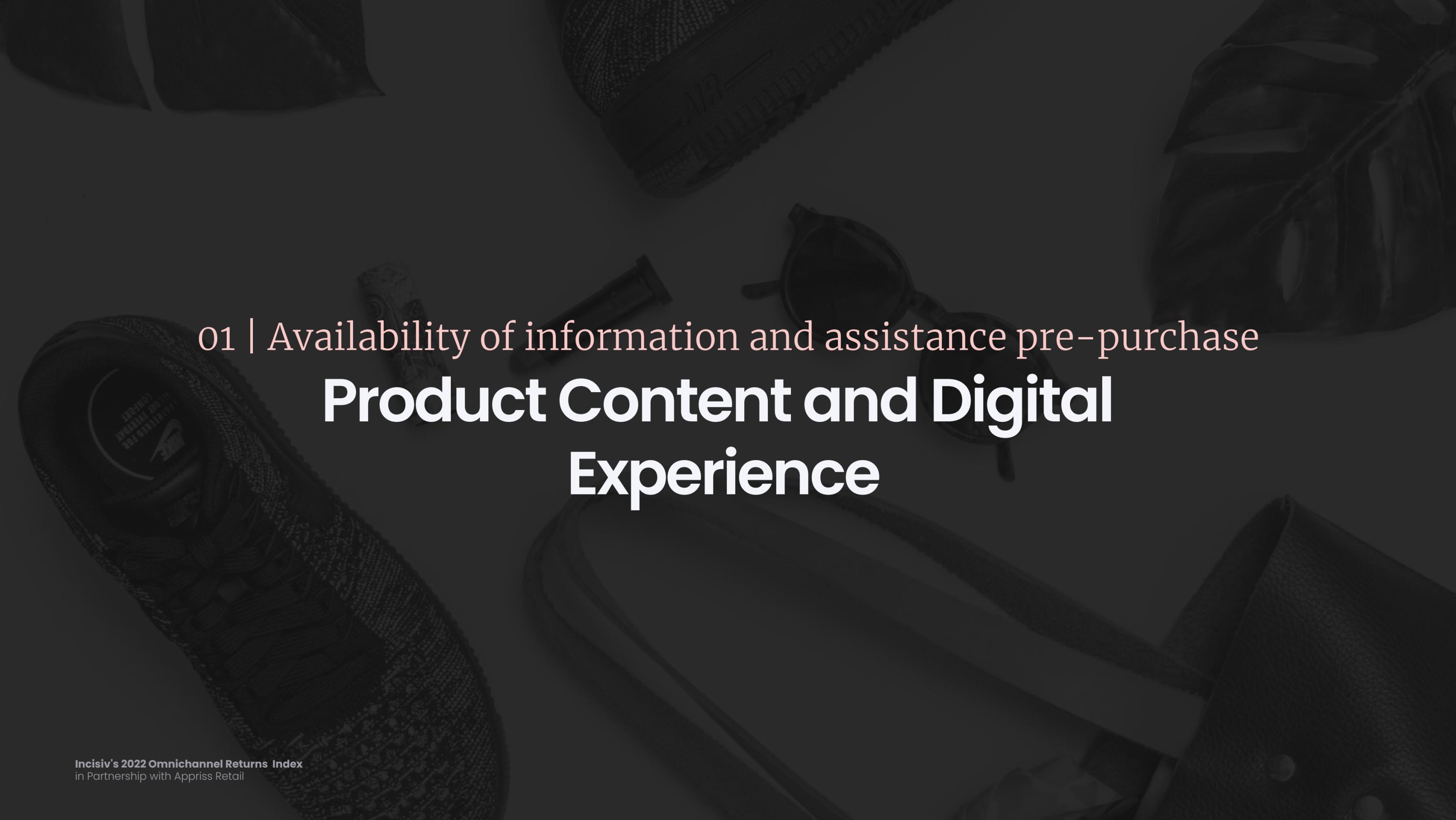
01 | Availability of information and assistance pre-purchase

Product Content and Digital Experience

73% of returns occur due to controllable reasons. Retailers must strengthen product content to reduce returns.

Pre-purchase digital tools (virtual try-on, sizing tools, virtual mirrors, etc.) are a key lever for reducing returns and improving shopper experience. These tools help shoppers get the purchase "first time right". This helps save cost and time for both the retailer and the shopper. However, the adoption of these tools is still very low.

Top reasons for return by category [4]

	Apparel & Accessories and Home Improvement	Consumer Electronics	Grocery
#1	Product fit / Sizing	Defective product	Incorrect product delivered (not as per my specifications)
#2	Product quality	Product quality	Product quality
#3	Color / Product description	Incorrect product delivered / features don't match	Damaged product

Two of the top three reasons for returns can be addressed by offering shoppers detailed product information (product details, user reviews) and experiences that help them improve fit.

WHAT WE ASSESS

This section assesses the quality and effectiveness of product content and digital tools deployed across the shopper journey. It also assesses the availability of different categories of product related content (details, user generated content, images, videos etc.) and the availability of digital assistance for product purchase.

15 total attributes assessed including:

· Visibility and quality of product related content (e.g. demo videos, product reviews, user generated content)

· Clarity and availability of new-digital tools such as virtual try-ons, fit tools, option to 'try-and-buy'

· Availability and effectiveness of customer service to address product related questions

Health and Beauty retailers have the most advanced functionality around enhanced product information and other associated content.

Based on nuances of the product category and shopper expectations, retail segments differ significantly in the functional capabilities needed on the digital channel to help reduce returns.

Health and Beauty products are considered high involvement purchases. To compensate for the absence of try-and-buy, retailers have deployed advanced capabilities such as personalized recommendations, user generated content (images, reviews/blogs, ratings) and demo videos.

Lowest Adoption   VS   **Highest Adoption**

Lowest Adoption		Highest Adoption
General Merchandise, Grocery, Apparel & Accessories 80%	**Search filter for industry nuances** Industry average adoption: 88%	**Health & Beauty, Luxury** 100%
Luxury 38%	**Aggregate and individual product ratings** Industry average adoption: 80%	**Health & Beauty** 100%
Grocery 30%	**Personalized product recommendations** Industry average adoption: 75%	**Department Stores, Apparel & Accessories** 90%

Product sizing and fit tools.

Size and fit have always been one of the top reasons for returns in apparel. By implementing sizing/fit tools, retailers have seen their returns reduced by 10%-30%. Currently, only 35% of Apparel and Accessories retailers have sizing/fit tools available for customers.

Men's Wearhouse has a comprehensive product sizing tool with measurements for different countries/regions like the US, EU, and Australia. They also have a self-measurement guide and provision for live chat and email to confirm the exact size before making a purchase.

Step 1: Neck Measurement.
Measure your neck below your Adam's apple, at the place your shirt collar usually hits. Take the total circumference and add ½ inch. This number is your neck size.

Step 2: Sleeve Measurement.
Keeping your arm down at your side, measure from behind the center of your neck, over the top of your shoulder, and down to your wrist. This number is your sleeve length.

Need Help?

Our expert wardrobe consultants are here to answer your clothing and style questions.

EMAIL US

NECK

ARM

Earn 2x loyalty points during Singles Day

bareMinerals

Track Order   Email Sign Up   Stores   Sign In

HOLIDAY   NEW   BEST SELLERS   MAKEUP   SKINCARE   SALE & OFFERS   DISCOVER   OUR PURPOSE

Search Catalog
I'm looking for...

HOW TO

bM Original Loose Powder Foundation Tutorial with Travis Bryant | bareMinerals

Watch later   Share
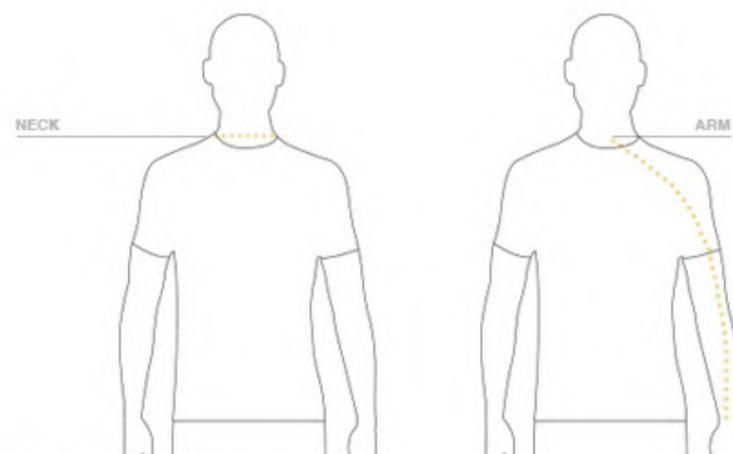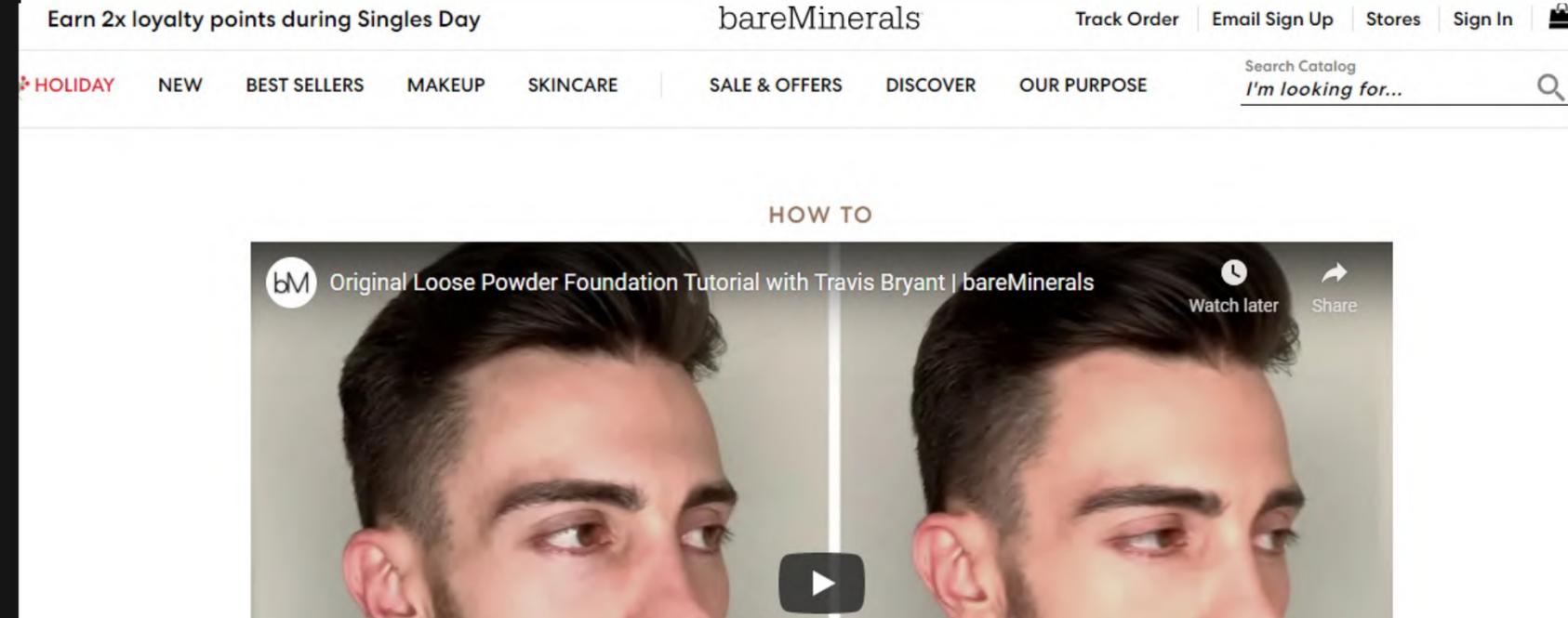
Product demonstration videos.

69% of customers prefer to watch a product demo video so that they can gather more information and confidence in the choice of product. Since a majority of returns are driven by personal preferences and motivations, videos can help drive the customer's purchase decision and also help reduce return rates. Currently, 45% of retailers offer this functionality.

Bare Minerals has incorporated "how to use" videos on product pages. These videos display the exact shade of the product and the suitability of the product on different skin tones to help shoppers make an informed decision.

Incisiv's 2022 Omnichannel Returns Index
in Partnership with Appriss Retail

Product reviews and images.

For 68% of shoppers product reviews are a very important decision-making factor. Detailed reviews covering specific attributes such as size, fit and material provide shoppers detailed information to pick the right product.

Currently, 80% of retailers show ratings on the product display page, and 64% of them allow customers to add images of the product.

Gap has an entire section on the product display page dedicated to reviews and customer recommendations. Customers can also post images of the product and review different aspects such as quality, length, fit and size.
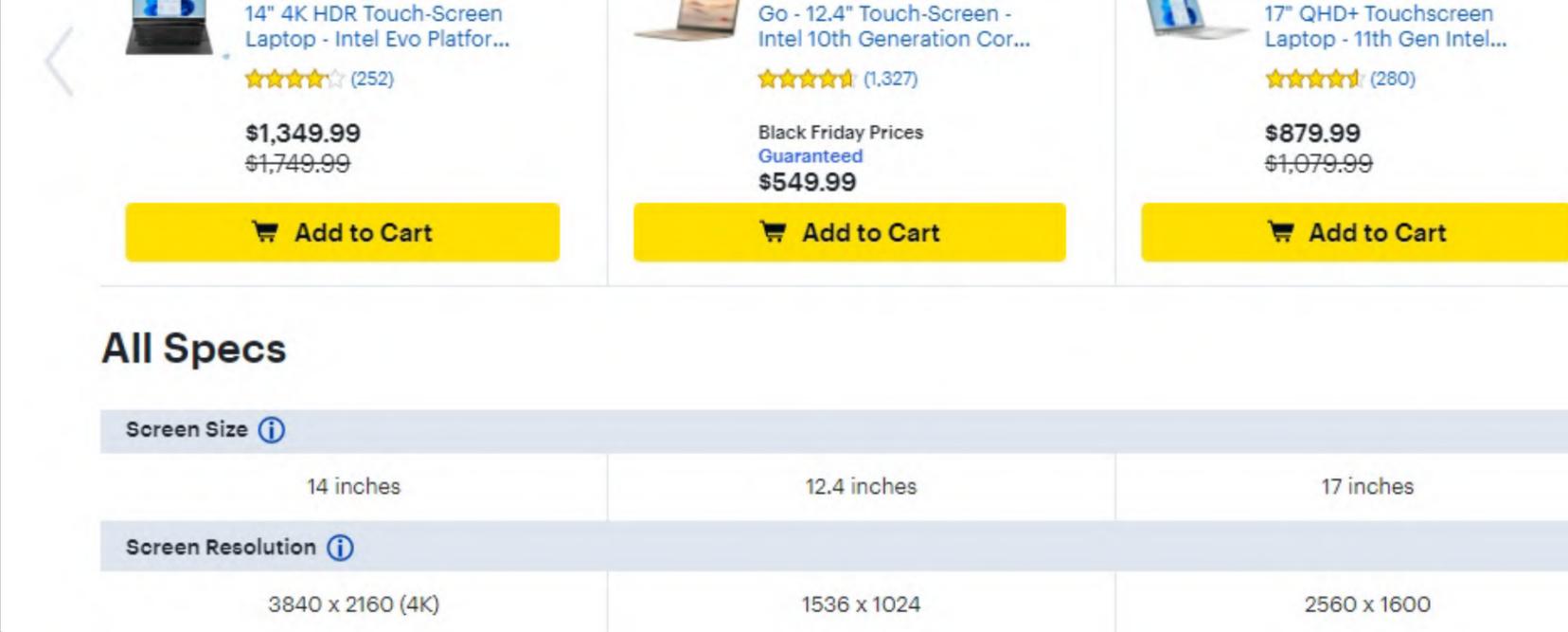
Product comparison tools.

While retailers aim to educate shoppers by sharing detailed product content and reviews, a product comparison tool can help shoppers make choices, especially for electronics, home and other high-value products.

Currently, 50% of consumer electronics retailers and 10% of all other retailers have deployed a product comparison tool.

Best Buy has the option to compare up to 4 products at a time. The tool compares product specifications, ratings, offers and availability.
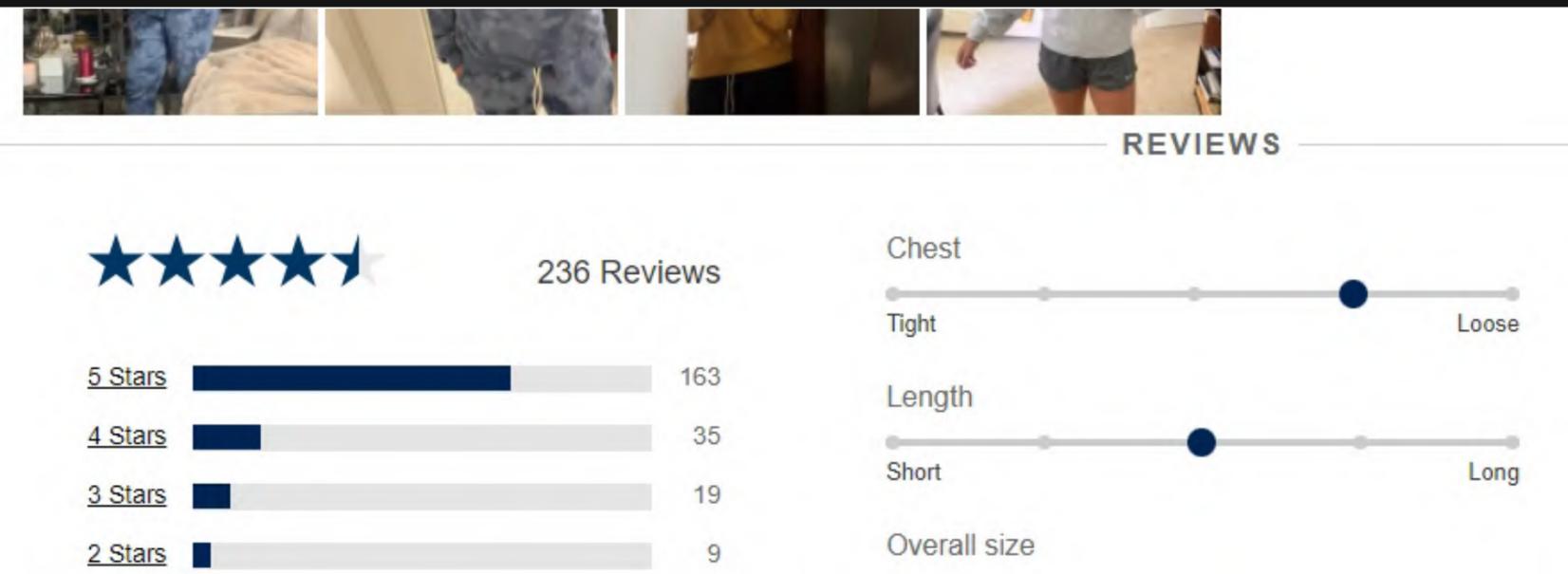
02 | Availability and clarity of return policies pre-purchase

Return Policies

Creating a frictionless post-purchase experience through clearly defined and articulated return policies.

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 majority of use cases and help retailers minimize customer service intervention.

80% of shoppers[4]

are satisfied with their ability to find a return policy when they search for it.

60% of shoppers[5]

check out the return policy of a brand before making a purchase decision.

49% of shoppers[5]

were deterred from making the purchase by a retailer's return policy.

WHAT WE ASSESS

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

18 total attributes assessed including:

- Availability and ease of access to return policies

- Availability of return modification and cancellation information

- Clarity on the cost to return product/order

- Process of tracking returns and updating customers

Department stores lead the pack in clarity and terms of policy, closely followed by Home Improvement.

Based on nuances of the product category and shopper expectations, retail segments differ significantly in the functional capabilities needed on the digital channel to help reduce returns and improve returns experience for shoppers.

Department stores offer maximum transparency with respect to terms and policies. Grocery retailers have the least detailed policies.

Lowest Adoption   **VS**   **Highest Adoption**

General Merchandise, Grocery 52%	**Cancel an order before shipping** Industry average adoption: 60%	**Home Improvement** 100%
Luxury 75%	**Order status visible** Industry average adoption: 93%	**General Merchandise, Apparel, Department Stores** 100%
Grocery 10%	**Return policy mentioned on product page** Industry average adoption: 48%	**Department Stores,** 90%

Option to cancel / modify order online.

The option to cancel or modify orders before shipping allows shoppers the flexibility to make changes at zero cost. In addition, it saves time and effort for both shoppers and retailers. Currently, 52% of retailers provide the option to cancel orders online, while 16% allow modifying an order before it is dispatched for delivery.

Meijer allows its shoppers to cancel or edit their orders until a night before their delivery date.

Order Number

Phone Number OR Email Address

NEXT

Read our return policy

Is this a gift?

Start your gift return

Third party returns.

Retailers are increasingly using third-party return management companies to handle and process returns. Partnering with third-party companies has some benefits, including better infrastructure and expanded network for collecting returns with lesser investment. However, it comes with the risk of additional friction due to potential data integration issues and inconsistency in brand experience. Currently, 19% of retailers have partnerships with third-party returns management companies.

Neiman Marcus has partnered with a third-party platform for managing their returns.

Once my order is placed, can I change or cancel my order?

Title
Once my order is placed, can I change or cancel my order?

Answer ⓘ
Yes, you can change or cancel your order up to midnighdt, the night before your chosen deli
to cancel, and press "Edit Order" or "Cancel Order". If your Shopper has already started shop

Tiered return policy with special benefits for members.

Loyalty members tend to spend 2x more than non-members, and hence they also expect special benefits. While reward points and exclusive previews are mainstream, retailers are also experimenting with special return policies for loyalty members, such as extended returns and waived shipping or restocking fees.

Currently, 27% of retailers have special return terms for loyalty members.

Skechers provides an extended return window for Skechers Plus members.

What is your return policy?

You may return **unworn/defective** item(s) within 45 days of shipment for a refund if you checked out as a guest. Skechers Plus members will have 90 days to return purchases made on or after 06/17/2021. Please note, purchases must be made under your Skechers Plus account in order to enjoy the extended return period.

Misplaced Your Receipt?

We may be able to help! If your purchase was made within the past year, we'll try to find a record of it using the original credit/debit card, checking account or number associated with a registry, online order or gift card.

If we're not able to track down your receipt, you still may be able to return or exchange new and unopened items without a receipt. These items may be accepted for exchange or a refund in the form a Merchandise Credit of the current selling price less 20% (we assume customers make the most of our famous blue coupons). Whenever we issue a Merchandise Credit, we'll ask you to show us a government-issued photo ID*. Returns of opened or used items without a receipt will not be accepted.

Policy for missing invoices.

18% of all returns are without a receipt, and the fraud rate of such returns is 5x higher than that of returns with invoice. Retailers have implemented different policies to verify the authenticity of purchases.

While 80% of retailers allow returns without a recipt (after checking government ID), 28% of retailers only provide store credit.

Bed Bath & Beyond provides shoppers with store credit after deducting 20% from the selling price (accounting for its famous 20% off coupons) after viewing a valid government ID.

Omnichannel Returns Index
Pre-Purchase

Incisiv recognizes these 15 retailers and brands as leaders in **pre-purchase** functional **capabilities** (product content and digital experience, and return policies) within and across retail segments.

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

Abercrombie & Fitch

ACE Hardware

BED BATH & BEYOND
Beyond any store of its kind.

BEST BUY

THE HOME DEPOT

JCPenney

Levi's

LOWE'S

macy's

NIKE

sears

SEPHORA

Staples

UNDER ARMOUR

WHOLE FOODS MARKET

Post-purchase capabilities

Capabilities that Maximize Shopper and Return Experience

03 | Time, cost and process of return

Returns and Refund Process

Customer sentiments tend to pivot towards brands that offer a convenient return process.

Expedited processing and handling of returns can create a differentiated shopper experience. 86% of retailers agree that a flexible and extended returns policy is critical for increasing revenue.[6] Retailers are experimenting with new approaches to balance between shopper expectations and profitability of operations.
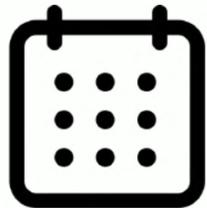
Time & speed of return

Cost of return

Place of return

WHAT WE ASSESS

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

14 total attributes assessed including:

· Return window for products and differences by product category

· Availability of different product return options in-store, drop-off point, pick-up, etc.

· Cost to the customer in returning a product

· Managing return requests and queries

Apparel retailers outperform the other segments when it comes to time and cost associated with returns.

Based on nuances of the product category and shopper expectations, retail segments differ significantly in the functional capabilities offered on the digital channel to manage and process returns.

Apparel and accessories retailers offer shopper-friendly return policies with extended return windows and the option to return online purchases in-store. In addition, they also offer easy replacement and exchanges for the items purchased online.

Lowest Adoption ⬇️   **VS**   ⬆️ **Highest Adoption**

Lowest Adoption		Highest Adoption
Grocery 60%	**Return order to physical store (in-person)** Industry average adoption: 85%	**Department Stores, Apparel & Accessories** 100%
Health & Beauty 10%	**Drop-off return at other location (UPS, post office, etc.)** Industry average adoption: 41%	**Consumer Electronics** 67%
Grocery 40%	**Replacement / exchange for item purchased** Industry average adoption: 77%	**Apparel & Accessories** 90%

Extended return windows act as a lever to increase shopper confidence and conversion.

60% of shoppers expect a minimum 30-day return window to feel comfortable buying online. Flexible return policies reduce friction and lead to higher conversion rates.

51% of shoppers [5]

abandon the purchase due to the short time limit for returns.

Return window offered by retailers:
30 days or less: 49%
30 - 60 days: 25%
Over 60 days: 26%

Category	Return within
Office Supplies	90 days
Ink & Toner	30 days
Technology & Electronics	14 days
Furniture	14 days

Is there a time limit?
What if the item is worn?
We will do our best to take care of customers and deal with them fairly; we ask that our customers treat us fairly as well. From time to time we may not accept a return. There are no time limits for returns or exchanges.

Return windows varying by category.

Different product categories have nuances which are a critical factor in determining return window.

Consumer electronics and grocery have much shorter return windows, unlike apparel.

Office Depot has different return windows for different categories of products for maximum customer satisfaction.

Extended or anytime returns.

Department stores and apparel retailers offer the most relaxed return windows.

Currently, 26% of retailers offer a return window of over 60 days.

Nordstrom offers anytime returns with no time limit for the returns or exchange of products.

Free returns are key for shoppers, and retailers are experimenting with different options to facilitate those.

"Can I change my mind about my purchase for free?" is the key question that the shopper evaluates before going through the entire purchase journey.

79% of shoppers [5]

won't make any purchase from a brand that charges shipping fees on returns.

Most retailers offer free returns only for a limited time period, and extend free returns only to loyalty program members. Most home improvement retailers charge a shipping and restocking fee for returns.

Incisiv's 2022 Omnichannel Returns Index
in Partnership with Appriss Retail

How Can We Help?

at your service. If you aren't able to find the answers you're looking for, please reach out to our customer service team.

START A FREE RETURN/EXCHANGE

RETURN POLICY

Furniture shipped directly from our vendor to your home may be returned for preference reasons within 30 days of receipt by contacting Macy's Customer Service at 1-888-822-6229. A restocking fee of 15% will be assessed.

Free returns without any shipping fees.

54% of the shoppers highlight free returns or exchanges as a major influencing factor while purchasing from a brand.

Currently, 51% of retailers are offering free returns. All luxury retailers offer free returns.

Ralph Lauren offers free extended returns to its customers.

Restocking fees charged for returns.

Returns in categories such as home appliances and furniture are challenging due to shipping and handling cost.

Currently, 22% of retailers charge restocking fees from their shoppers.

Macy's shoppers have to pay 15% restocking fees while returning furniture or mattresses. No restocking fee is charged for apparel or other categories.

Convenience of returning digital purchases.

In-store return is a win-win scenario for both shoppers and retailers.

62% of shoppers [4]

are more likely to shop with the brand that enables them to return purchases to a physical store.

Retailers offer various return options to their shoppers:

- Return in-store: 85%
- Initiate online and drop it to any UPS access point: 41%
- Schedule a return pickup: 20%
- Return to store curbside: 3%

BRING TO A STORE

- Take your items to an open Nordstrom store.
- Go to Express Services, Customer Service or any register for assistance.
- Refunds can be expected in 5-7 business days.

Find a Nordstrom Store

- **UPS pickup**: You can schedule a pickup with UPS and have a driver pick up your return. UPS pickup fees typically start at $6.

4. **Send your items back** by taking them to a UPS location or handing it to a driver after securely packaging your return (if possible, use the original packaging). Remove or cover any previous shipping labels and bar codes to avoid shipping delays.

Option to return online purchases in-store.

80% of the shoppers look for in-store return policies before making the purchase.

Currently, 85% of the retailers already have an in-store return policy in place.

Nordstrom promises faster processing of returns if shoppers return products to the store.

Option to drop-off return to UPS location.

To boost convenience, 41% of retailers currently offer shoppers the option to drop their return at a UPS drop-off point or a post office location.

Home Depot allows shoppers to drop-off returns at the nearest UPS access point location.

04 | Assistance and tracking of returns

360-Degree Customer Service

Documented policies have to be accompanied by responsive customer service and communication for maximum impact.

Returning a product is the #2 reason that shoppers would be willing to go to a physical store, preceded only by the same day's need for a product. This is because shoppers find it difficult and cumbersome to resolve their return and refund queries online. The presence of a static return policy is not sufficient; retailers have to establish a mechanism to resolve different shoppers' situations.

43% of shoppers [4]
plan to increase store visits to return an order.

74% of shoppers [4]
say that real-time tracking of returns and refunds is very important.

Only 15% of shoppers [4]
said that they find it easy to get help/support while buying products online.

WHAT WE ASSESS

This section evaluates the convenience and availability of online customer service concerning product returns, availability of multiple return options, and provisions for customer query management.

10 total attributes assessed including:

- Efficiency and ease of the return initiation processes

- Availability of accurate and complete information regarding return policies (return channels, status, etc.)

- Availability of customer feedback and query assist mechanism

- Returns assistance offered via live chat

Department stores and consumer electronics lead the pack providing a comprehensive customer service experience.

Based on nuances of the product category and shopper expectations, retail segments differ significantly in the functional capabilities offered on the digital channel to manage customer service and experience.

Department stores have a strong feedback and self-help mechanism along with the provision for scheduling appointments or in-store returns. They also have an instant query response functionality such as scheduling digital interactions with experts and live chat capabilities.

Lowest Adoption ⬇ **VS** ⬆ **Highest Adoption**

Lowest Adoption		Highest Adoption
Luxury 13%	**Provision for instant feedback about website / purchase experience** Industry average adoption: 58%	**Department Store** 100%
Grocery 0%	**Initiate returns via chat** Industry average adoption: 20%	**General Merchandise** 30%
Home Improvement 10%	**Ability to schedule an appointment for in-store service** Industry average adoption: 28%	**Luxury** 50%

Expanded communication channels.

Interacting with a sales associate is one of the top 3 things that shoppers miss in online shopping. Retailers are experimenting with different engagement options and communication channels to bridge this gap.

While email and telephone support are mainstream, 65% of retailers now offer live chat and 12% of retailers encourage communication via social channels or WhatsApp.

Gucci offers the standard options of telephone and email support, along with options to connect via live chat and WhatsApp messenger.

Inquiries about Gucci website or online purchases

PHONE
Our Client Advisors are available Monday through Saturday, 9:00AM - 11:00PM (EST) and Sunday, 10:00AM - 9:00PM (EST), excluding holidays.

LIVE CHAT
Our Client Advisors are available to chat Monday through Saturday 9:00AM – 11:00 PM and Sunday, 10:00AM - 9:00PM (EST), excluding holidays. The option to chat will become active during these hours once an advisor is available.

WHATSAPP US
Our Client Advisors are available to answer your WhatsApp messages Monday thought Saturday, 9:00AM - 11:00PM (EST) and Sunday, 10:00AM - 09:00PM (EST), excluding holidays.

EMAIL
To reach our online Client Advisors by email, click "email us" to provide details and your contact information.

Hardware Products

iPhone   iPad   Apple Watch

Option to provide feedback about products and experiences.

Customer feedback provides critical insights on overall customer experience and friction points in the customer's journey. If retailers do not seek feedback themselves, this feedback makes it to public forums impacting brand reputation.

Currently, 58% of retailers have the provision to provide immediate feedback via their websites.

Apple has an entire page dedicated to feedback. Customers can provide their feedback for every Apple hardware and software solution available.

Shoppers expect complete transparency of their purchases and returns either via retailer website or third-party tracking.

Since refunds are processed only after the order is received at the retailer location, this feature is important for shoppers to build and maintain trust on the retailer. Often, retailers who do not offer return tracking capabilities on their sites enable tracking services through their third-party agents.

38% of shoppers [7]

expect an immediate refund after returning a product.

Online Purchase Return Procedures

Here are two easy ways to return your item from a Sephora.com or a third-party marketplace order*:

1. Sephora.com Returns by Mail

Click here to start or track a return

orites ♥ | Track an Order | Find A Location | The Diamond Credit Ca

⊙ Zales Virtual Assistant ⋯

What would you like help with?

Refunds

Returns & Exchanges

Other

Zales Virtual Assistant - 3:15 PM
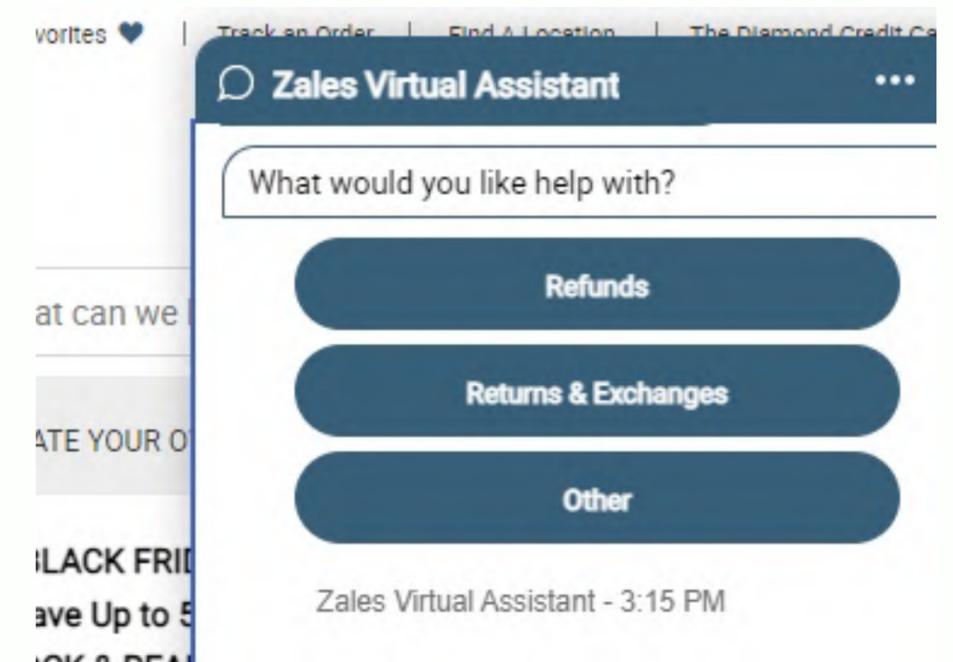
Initiate and track returns online.

Once a product is returned, shoppers have very little patience for a refund as it merely blocked money. Hence, they want visibility into return and refund status.

Currently, 45% of retailers allow shoppers to initiate returns online and only 18% of retailers have real-time return tracking capabilities.

Sephora allows shoppers to initiate and track returns online.

Live agent / chatbot for tracking product returns.

74% of consumers prefer chatbots when they're looking for immediate answers. Currently, only 20% of retailers proactively offer help with returns via live chat.

Zales allows shoppers to track returns through its Returns and Exchange help box provided by the virtual assistant. Customers can enter their return ID and connect with agents to get information.

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

Incisiv recognizes these 17 retailers and brands as leaders in **post-purchase** functional **capabilities** (returns and refund process and 360-degree customer service) within and across retail segments.

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

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

Leaderboard

Leaderboard

As part of its 2022 Omnichannel Returns Index Incisiv assessed 100 retailers across 9 industry 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, return refunds and 360-degree service. Incisiv's analysis found:

- 14 Leaders
- 37 Challengers
- 30 Followers
- 19 Laggards

[Get in touch](#) to request detailed information about your rating, or to request a custom benchmark.

Abercrombie & Fitch	Giant Eagle Inc.	Radio Shack
Ace Hardware	Giant Food Stores (Ahold Delhaize)	Ralph Lauren
Advance Auto Parts		Restoration Hardware
Albertsons	Gucci	Rite Aid
American Eagle Outfitters	H-E-B Grocery	Rue21
Apple	Hermes	Saks Fifth Avenue
Ashley Furniture	Hobby Lobby	Sally Beauty
AutoZone	Hy-Vee Food Stores Inc.	Sears
Bare Minerals	J C Penny	Sephora
Barnes & Noble	J.Crew Group	Sherwin Williams
Bass Pro	Joann	Skechers
Bath and Body works	Kmart	South Eastern Grocers
Bed Bath & Beyond	Kohl's	Sprouts Farmer Markets
Belk	Kiehls	Staples
Best Buy	Kroger	Sunglass Hut
Big Lots	Lane Bryant	Superior Grocers
BJ's Wholesale Club	Levi's	Target
Burberry	Louis Vuitton	The Body Shop
Calvin Klein	Lowe's	The Children's Place
Carter's	Macy's	The Home Depot
Cartier	Meijer	The North Face
Coach	Men's Wearhouse	Tiffany
Costco	Menards	TJX Companies
CVS	Michael Kors	Tractor Supply Co
Dell	Michaels Stores	Ulta Beauty
Dillard's	Neiman Marcus	Under Armour
Dollar General	Nike	Urban Outfitters
Dollar Tree	Nordstrom	Victoria's Secret (L Brands)
Family Dollar	O'Reilly Auto Parts	Walgreens
Finish Line	Office Depot	Walmart
Foot Locker	Party City	Wayfair
Forever 21	Petco	Whole Foods
GameStop	Petsmart	Zales
Gap	Prada	

Leaders

INCISIV

APPRISS® RETAIL

ABOUT INCISIV

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

References:

1. National Retail Federation (NRF) retail trade data
2. State of the Industry: Retail Returns, Incisiv & Newmine
3. The Guardian
4. State of the Shopper: 2021, Incisiv
5. Returns, the Value Conundrum, Accenture
6. Returns Management Survey, McKinsey & Company
7. The State of Returns: 2021, Narvar

ABOUT APPRISS RETAIL

Appriss Retail, a division of Appriss Inc., provides artificial intelligence-based solutions to help retailers protect margin, unlock sales, and cut shrink. With more than 20 years of retail data science expertise, the company's Software-as-a-Service (SaaS) platform generates advanced analytical insights and real-time decisions that drive action throughout the organization, including operations, finance, marketing, and loss prevention. Its performance-improvement solutions yield measurable results with significant return on investment among retail store, ecommerce, and inventory functions. Appriss Retail serves a global base of leading specialty, apparel, department store, hard goods, big box, grocery, pharmacy, and hospitality businesses in more than 150,000 locations (brick and mortar and online) in 45 countries across six continents. For more information about Appriss Retail visit:

www.apprissretail.com.