

Returns Processing. Reimagined.

ReverseLogix Simplifies Returns Initiation For B2C Companies

E-commerce's meteoric rise has brought with it a roughly 30% increase in product returns. Savvy consumers consider sellers' return policies before they buy; they look for signs of an easy returns process in case the product doesn't work out. For most, returns initiation is the first step to getting those goods returned and their credit cards refunded.

For every \$1 billion in sales, the average retailer incurs **\$106 million** in merchandise returns.

Consumers returned about **\$102 billion** of the total \$565 billion in merchandise that they purchased online.

Sellers often fall short when it comes to managing the roughly **30%** of items that are returned.

A Simplified, Reliable Returns Initiation Process

With U.S. retail ecommerce sales on track to grow by 13.7% this year, the race is on to find the most efficient and effective way to process the mountain of product returns that retailers, distributors, and manufacturers are grappling with right now. The returns process starts when customers decide that they aren't happy with the product and submit a request for a return, refund, or exchange from the company they purchased the item from.

ReverseLogix's returns initiation lets customers return their products on their own terms. After filling out a return management authorization (RMA), they can:

- Initiate a return directly through your website
- Bring the product back to a retail store
- Initiate a return via your mobile app

The best way to streamline this process is to move it online. No matter where a return is initiated, getting the information into a centralized software program standardizes the process for returns, helps you track them from start to finish, and prevents duplicate work or missed tasks along the way.

Returns Initiation for All B2C Companies

For Retailers

About 5-10% of in-store purchases are returned, leading to costly manual work and inefficient dispositions. An RMS can help you create a hassle-free returns process for employees and customers, including crediting the customer more quickly and getting the goods where they need to be.

For E-commerce Companies

ReverseLogix's returns initiation module creates a direct connection with the brand and the consumer. ReverseLogix delivers a total branded returns experience that facilitates fast and easy returns, as well as automated notifications to keep customers informed of the return status.

For Manufacturers & Brands

A single, purpose-built platform for manufacturers to process returns and return-to-vendor items, perform repairs and refurbishments, and complete put-aways. Manage repairs, RTV items, even/uneven exchanges, in/out of warranty, and all tax calculations.

With ReverseLogix's B2C Returns Initiation, B2C companies get these key functionalities on a single, streamlined platform:

- Branded Returns Portal
- RMA Initiation
- Return Reasons
- Image & Document Capture
- Receive & Print Shipping Labels
- Check Status Page
- Notifications (email/text)
- View Drop-off Locations
- Warranty Returns (IW/OOW)
- Even / Uneven Exchanges
- Product Registration
- Rules & Workflow Configuration

Unlock Dollars From Your Returns

ReverseLogix's Returns Management System (RMS) platform is:

- Highly configurable and role-based, allowing users to interact with the system based on their specific roles.
- Ready to handle B2C returns across the full returns process, including shipping, receiving, triage, and returns.
- Built with a Repairs Module and WMS functionality (for those who need it).
- Fully integrates with other logistics software, delivering a total view of the returns lifecycle.
- See up to a 5% average profit increase and 15-25% increase in customer satisfaction.

ReverseLogix helps companies deliver a vastly superior customer returns experience while automating workflow and saving employee time.

[Visit reverselogix.com to learn more.](https://www.reverselogix.com)