Reverse logistics optimization

Optimizing reverse logistics to drive profitability and enhance the customer experience

The growth of ecommerce and explosion of returns have put immense pressure on retailers. It has become essential for brands to better manage reverse logistics processes to ensure customer satisfaction and loyalty, reduce operational costs, and increase profitability.

The rise of returns

The COVID-19 pandemic has driven a dramatic shift in consumer behavior, with an unprecedented increase in ecommerce orders and retail returns. That growth, along with higher customer expectations, creates an urgent need to more effectively manage reverse logistics. Businesses must take measures to both efficiently deal with returns and minimize their costs. Addressing these challenges now is essential to ensure shopper satisfaction and loyalty, reduce operational costs, and increase profitability. That requires creating a streamlined, customer-centric reverse-logistics process.

The opportunity to optimize reverse logistics

The surge in retail returns offers businesses a unique opportunity to differentiate themselves by optimizing their reverse logistics processes. With the right technology, businesses can drive shoppers back to the store, deliver impactful customer experiences, and offer enhanced transparency throughout the entire returns process. This can help to reduce operational costs, improve service, and ultimately increase profitability. Taking advantage of this opportunity, by offering seamless experiences across channels, enables brands to set themselves apart from competitors and build a competitive edge.

OPTIMIZE REVERSE LOGISTICS

Optimize inventory placement, circumvent cross-border shipping, and increase sell-through rates for returns with intelligence that maximizes margins.

DRIVE SHOPPERS BACK TO THE STORE

Gain out-of-the-box support for BORIS and BISRO to transform customers' post-purchase processes into a complete omnichannel experience.

CREATE EXCEPTIONAL CUSTOMER EXPERIENCES

Deploy instant refunds to generate more satisfied buyers and drive elevated brand loyalty—without additional risk.

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Manhattan Active® Omni—Returns Done Right

Manhattan Active Omni uses industry-leading order management and omnichannel technology to help retailers to enhance customers' post-purchase processes. It offers a range of capabilities that make customer service a brand differentiator, reduce store inefficiencies, and enable associates to spend more time on revenue-generating tasks.

Return Routing Optimization determines the optimal location for returns with sophisticated algorithms that evaluate factors such as assortment, depth of inventory, selling price, shipping and handling costs, geographic proximity, and more. This helps retailers to circumvent cross-border shipping, reduce shipping costs and carbon footprint, optimize inventory placement, reduce refund wait times, and increase the sell-through rate of returns.

Omni Returns facilitate "buy anywhere and return anywhere" capabilities. Buy online, return in store (BORIS) and buy in-store, return online (BISRO) capabilities are available out of the box. As a result, retailers save shipping and handling costs, drive shoppers to the store, increase the number of resold returns, and convert returns into exchanges.

Expedited Refunds and Exchanges drastically reduce retailers' time to process refunds and exchanges, allowing them 3 to 5 days earlier—risk free. Chargeback functionality exists to mitigate situations where the customer didn't return the right item, quantities, or the condition of the return item, creating more satisfied, repeat buyers to drive elevated brand loyalty—without the risk.

Self-Service Returns facilitate box-less and printer-less returns and exchanges through branded, post-purchase experiences. The technology empowers customers to initiate returns, select items, view nearest stores, and receive a barcode to present to store associates— drastically reducing transaction times. As a result, retailers reduce administrative burdens, drive brand loyalty, and enable customers to initiate and track refunds/exchanges digitally.

Automated Returns Resolution eliminates associates' manual, time-consuming, and error-prone returns processing by automatically generating and sending a return shipping label to customers; comparing expected return items with actual items received to systematically handle variances; and calculating return credit based on what the customer originally paid, including taxes, charges, and discounts. The result: retailers will reduce costs and errors while redeploying agents for higher priority work.

More than ever, returns are an issue for retailers. Manhattan Active Omni offers a comprehensive list of functionalities to help revolutionize reverse logistics processes. More intelligent, more connected, more automated returns result in higher margins, higher loyalty, and better customer service. By optimizing your experiences, you can turn reverse logistics into a differentiator.

For more information

To learn more about Reverse Logistics Optimization, contact your Manhattan sales representative or visit **manh.com/reverselogistics**.

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