



MOORE NORMAN
TECHNOLOGY CENTER

Establishing an Iron-Clad Return Policy (1 of 2)

Consumers see a return policy as a guarantee that reflects trust. Having a well implemented policy in place can be the difference between success and failure for many reasons.

- ✓ A high rate of returns is costly to the business.
- ✓ More than likely, customers will not purchase if the return policy is not clear
- ✓ A poor return/exchange process can ruin your reputation
- ✓ Returns can consume time, energy, and cash
- ✓ Repeat purchases will not exist

According to UPS, over 65% of consumers check a websites return policy before purchasing.



MOORE NORMAN
TECHNOLOGY CENTER

mntc.edu | 405.801.5000

FRANKLIN ROAD CAMPUS:
4701 12th Ave. NW, Norman, OK 73069



SOUTH PENN CAMPUS:
13301 S. Penn Ave., Oklahoma City, OK 73170

Iron-Clad Return Policy (2 of 2)

- Return policy is clear and easy to find
- Established an eligible return period (30-60-90 days)
- Established a reason for return options
- Give your customer a reason to choose why they are returning products
- A high rate of returns is costly to the business
- Include reference numbers on returns for easier tracking and inventory management
- Create labels on the customer's behalf
- Offer Clients the convenience of pre-authorized returns.
- Establish separate policies for returns and Exchanges
- Explains what items can be returned
- What items can be exchanged
- What products are "final sales"
- In what condition can items be returned
- What products can be returned for store credit
- How should the customer initiate a return or exchange?
- What are the steps to complete a return or exchange?
- How long will it take for the customer to receive a refund or replacement?
- Who will pay the shipping fees for the return?
- Are there restocking fees
- There is a process in place to identify commonly returned items
- The address for returns is clearly stated
- Can items be returned without a receipt?
- How will you handle lost or damaged goods?
- Return policy has been posted on website footer, FAQ page, Cart, Checkout, or Product page
- The customer needs to return the order slip with their purchase.



