

4 Reasons for a product return



Reason n° 1

The product is not what was expected.

Cause

The product information provided to the customer is **incomplete, incorrect, or out-of-date**.

Solution

Provide precise, up-to-date descriptions of the product, including **dimensions, compatibility, colors, visual assets, user reviews, materials, stock availability, etc.**



Reason n° 2

Customers like to purchase & compare.

Cause

The customer is not sure of the compatibility or fit of the product, so they **order several options** and decide which to keep and which to return.

Solution

- Clearly display **product compatibility**
- Combine compatible products into **bundles**
- Offer a comprehensive **size guide**
- Highlight **customer opinions** and **user reviews**

Did you know?



Retail returns are projected to surpass **\$620 billion** in 2023.

Reason n° 3

The wrong item was received.

Cause

The fulfillment process is **complicated**, and mistakes are bound to happen - sometimes the **wrong item gets shipped**, and the customer is left to deal with replacing it.

Solution

You can provide **both online and in-person return options**, and ensure that your **customer service staff has the right information** about available products and what went wrong.

Reason n° 4

The product is delivered damaged or incomplete.

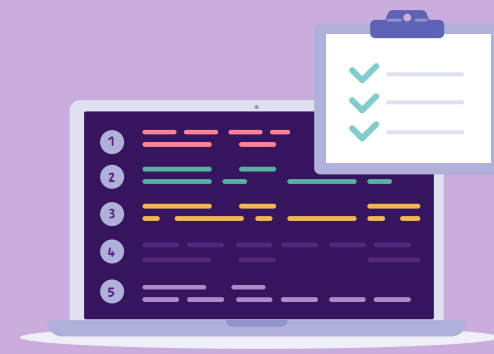
Cause

The **dimensions, weight, handling care, or number of items** were not correctly indicated, so perhaps the transit space was not sufficient, a bundled product is missing, or a fragile item was not handled properly.

Solution

- Specify the **dimensions and weight** of the packing box in the product description
- Ensure that your **communication of product information** is coherent between suppliers and distributors
- Provide comprehensive **handling and care information**

Keep Reading



Discover **5 key strategies** brands are harnessing today to **reduce their return rates** in **this comprehensive article**.



Unifai recently joined forces with Akeneo!

Discover how Unifai and Akeneo have come together to push the boundaries of what's possible for product experiences.

[Request a Demo](#)

