



# JUST RIGHT RETURNS



FROM DHL ECOMMERCE UK

[DHL.COM/JUST-RIGHT-RETURNS](https://www.dhl.com/just-right-returns)



# THE GROWTH OF ECOMMERCE

The retail landscape changed in 2020. The pandemic saw consumers spending more time at home and avoiding the high street. This growth didn't shrink in 2021 as restrictions eased and is not forecast to do so in 2022.

The future looks bright for the online sector and many of the changes brought about by the pandemic look set to remain for the long term <sup>(2)</sup>.

## 44.9%

Growth in online retail during the pandemic <sup>(1)</sup>

## 27.6%

Of total retail sales are now online, an increase of 6.5% compared to pre-pandemic <sup>(2)</sup>

## NOT ALL PARCELS ARE ONE-WAY

Returns are an important part of the e-commerce experience. And as more consumers than ever headed online to shop, returns have also grown - 52% of retailers have reported an increase in returns in the last 12 months <sup>(3)</sup>.

The reported return rate in the UK is currently 24% but without a doubt, this figure will continue to rise in the next few years <sup>(3)</sup>.

### IN 2021:



## 51%

Of consumers returned an item <sup>(1)</sup>



## 21%

Returned the item in store <sup>(1)</sup>



## 14%

Opted for a home collection <sup>(1)</sup>

# MANY HAPPY RETURNS

Returns shouldn't be seen as a problem for retailers. Instead, they should be seen as an opportunity for ecommerce growth.



**42%**

Of consumers wouldn't make a purchase if they didn't like what the returns policy said (4)



**79%**

Of consumers check the returns policy before making a purchase (4)



**92%**

Of consumers surveyed said that they will buy again if the product return process is easy (5)

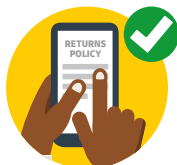
## TOP TIPS FOR GETTING RETURNS RIGHT

Whether you provide returns for your customers already or are considering putting the service in place, here are our three top tips that we feel are vital for getting your returns 'Just Right':



### HAVE A CLEAR AND SIMPLE POLICY FOR RETURNS

Returns policies are shaping consumers' buying decisions.



**79%**

Of online shoppers will check if you have a returns policy (4)

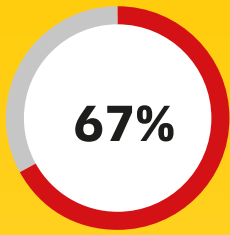


**42%**

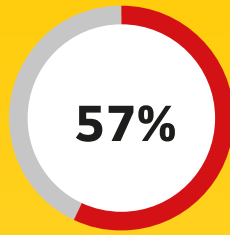
Would not make the purchase if they did not like what the returns policy says (4)

Improve your policy's visibility, keep it simple, clear and to the point, and showcase your commitment in the best possible light.

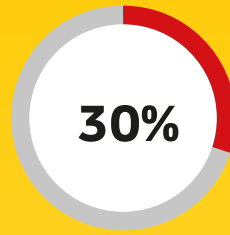
## WHAT ARE THE MOST IMPORTANT ATTRIBUTES IN A RETURNS POLICY?<sup>(6)</sup>



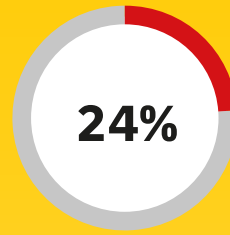
Free Returns



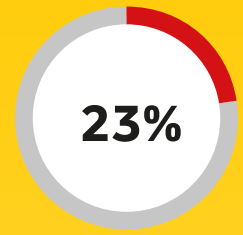
Instant or quick  
refund



Longer returns  
window



More than one  
return option



Option for a  
faster return



## PUT YOUR CUSTOMERS FIRST AND THEY'LL COME BACK FOR MORE

So, you've addressed your returns policy but what's the experience like for your customer?

*Consumer sentiment is high on the agenda:*

- 40% saying they're a loyal customer once they've had a positive returns experience <sup>(6)</sup>
- And that number rises to 58% for those aged 18-25-years-old <sup>(6)</sup>
- *But get it wrong....* and you risk losing customers forever. 28% of 26-35-year olds say they never shopped with a retailer again after a negative returns experience last Christmas <sup>(6)</sup>

## WHAT IS IMPORTANT TO CUSTOMERS?



**68%**

Free deliveries <sup>(1)</sup>



**67%**

Free returns <sup>(6)</sup>



**46%**

Customer service <sup>(1)</sup>

# ONE SIZE DOES NOT FIT ALL

Understand who your customers are and tailor your offer accordingly. In a recent study by ZigZag <sup>(4)</sup>, they identify five customer personas.



## FASHIONISTA

Savvy shopper, high volume of purchases and high volume of returns

Typically, female aged 18 to 25 and expect quick refunds

Most likely to engage in wardrobe staging



## THE ECO WARRIORS

Sustainability at the heart of their shopping needs and will avoid fast fashion

Typically aged between 26 and 35 and would opt for green option

Refund speed is not an issue and will opt for paperless return



## FAMILY VALUES

Busy family managing commute, school run and hectic life so want options to suit their needs

Likely to be 2 adults aged between 26 and 46 and will have children under the age of 16

They will pay for convenience but expect a refund within a week



## THE CAUTIOUS RETURNER

Low level of returns but wants reassurance that should they need to then concerns are met

Typically, over the age of 55 and would be vocal about experience

Likely to view returns policy and communication to them is key



## LOCKDOWN SURFER - STILL TESTING THE WATERS

Finding their feet online and likely to shop for Home & Garden, Electronics, Loungewear and Sport and Leisure

No particular age but over 55 make a large portion, growing in confidence and want clear and easy to read policies

No real loyalty at present but will process and send returns back quickly

## TIP THREE

# SHOUT ABOUT YOUR SUSTAINABILITY STANCE

We are all waking up to understanding more about our environment issues, so it's important you do your utmost to shout about how your addressing your sustainable options and make it clear to the consumer.



23% of consumers always want to choose the most sustainable return option and they will research this <sup>(6)</sup>



Unsurprisingly, the younger generation are more proactive with making sure their returns are handled in the eco-friendliest way possible <sup>(6)</sup>



27% of 18-25-year olds want a sustainable option compared to just 8% of those ages 65+ <sup>(6)</sup>



Recommend label-less options for returns to save the need for a printer and paper waste



Using shops to return items has a big impact on the carbon footprint as the driver has only one stop to make





# JUST RIGHT RETURNS FROM DHL ECOMMERCE UK

**The smoother the returns process, the more likely customers are to shop with you again.**

Offer your customers a quick and easy returns service with Just Right Returns from DHL eCommerce UK.

**To find out more, please complete the enquiry form at**  
**[dhl.com/just-right-returns](https://dhl.com/just-right-returns)**



**Customised online returns portal, dual branded with DHL**



**No printer? No problem: options for consumer to go label-less**



**Choice of over 3,500 Return ServicePoints nationwide**



**Returned back to retailer within 2 working days**



**Fully tracked for you and your customer**