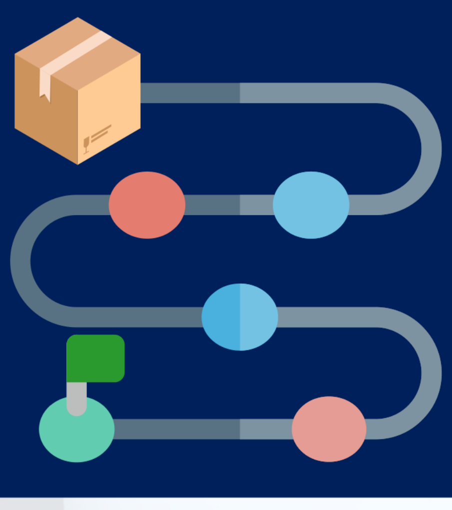
RETURNS POSITIONING

A Retailer's Roadmap to Dealing with Returns



THE IMPACT OF RETURNS

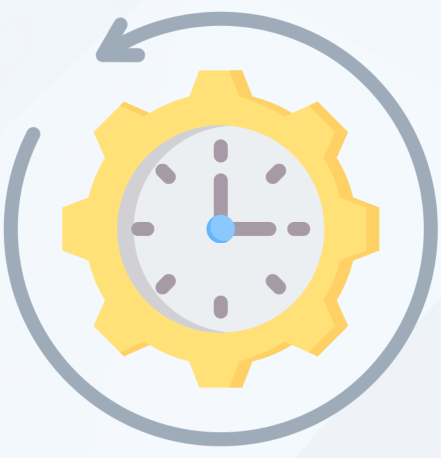
According to the National Retail Federation (NRF), total returns account for **$816 billion** in lost sales or (16.5% of total sales) for U.S. retailers. This revenue is larger than the U.S. federal government spent on education, training and employment programs in 2022.

WHY USE RETURNS POSITIONING?

Optimizing returns management is crucial for thriving in today's dynamic retail landscape. Here are the reasons why retailers need returns positioning:

1 Profitability

- Omni-channel complexities
- Increased volume of returns due to online shopping patterns
- Mismanagement of merchandise incurring unnecessary liquidations



2 Traditional Approaches

- Consumer-driven returns require more than simple rules for inventory placement.
- Misallocation lead to lost sales and excess inventory.
- Delayed reintroduction of goods results in markdowns and liquidations.

3 Power of AI

- AI instantly finds the best spot for returned items.
- Inventory is positioned for maximum sales with the lowest routing cost.
- AI forecasts returns accurately.

4 Proven Benefits

- Increase sales by **25-50%**
- Increase **profitability**
- Decrease liquidations by **2-5%**

5 Future-Proof Strategies

- Transformative results in 90 days.
- Actionable intelligence from vast data.
- Omni-channel era requires always staying ahead.

WHAT BENEFITS DOES RETURNS POSITIONING OFFER?

- Seamless integration of online and offline processes
- Precise discount prediction and optimal return paths
- Accurate future forecasting for proactive planning and efficient resource allocation
- Faster item reintroduction, reducing mark-downs and liquidations

- Strategic redirection of returns to boost resale
- Swift implementation for evolving omni-channel needs
- Reduced costs and time in transit with fewer touchpoints
- Actionable intelligence for adapting to market changes

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