parcelLab®

From pain point to opportunity:

How self-service returns empower customers and boost your bottom line



Did you know that...



92%

of shoppers are influenced by a brand's returns policy



54%

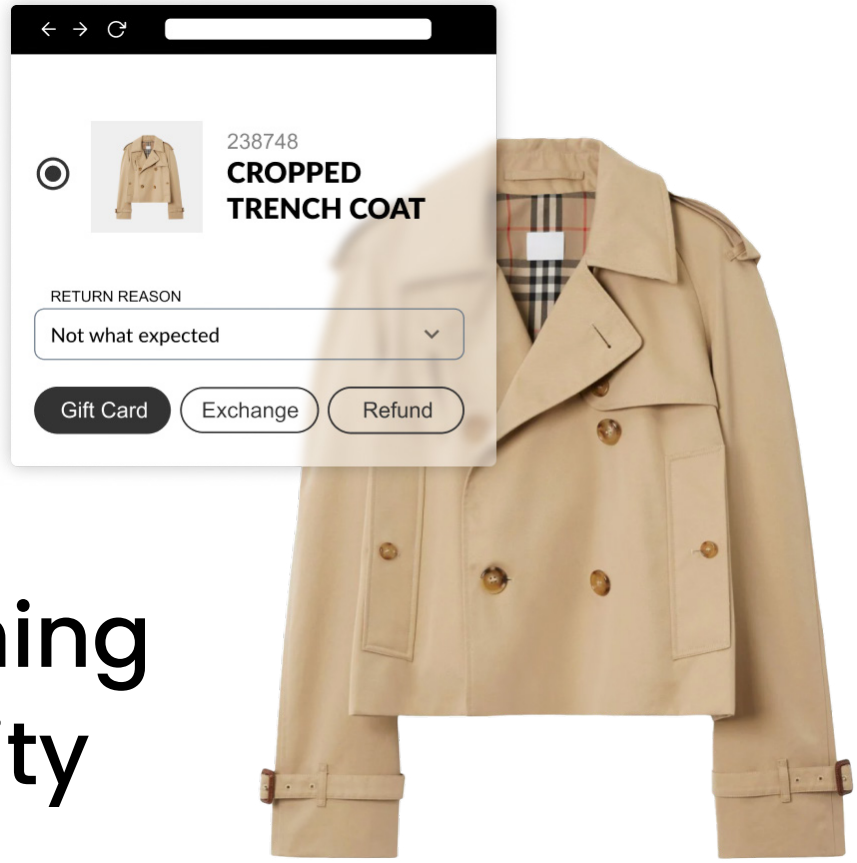
of consumers want access to their returns status at any time

Source: parcelLab's return study

Do you truly understand returns?

Most retailers don’t.

Leading retailers are turning returns into an opportunity for customer loyalty.



FRICTION POINTS



RETURN STARTED

Customer service overload

Initiating returns and getting updates often requires customers to contact support teams, which results in costly inquiries and unnecessary pressure on service agents.

Third-party communications

Relying on carriers and logistics providers for return communication diverts traffic away from your own ecosystem and results in inconsistent and often confusing messages and a disconnect from your brand.

Information blackout

Analogue returns keep both customers and retailers in the dark. Customers have zero visibility into their return status, which causes friction, confusion and more calls to support teams, while retailers lack vital insights to plan for what is coming back, when and why.



RETURN RECEIVED

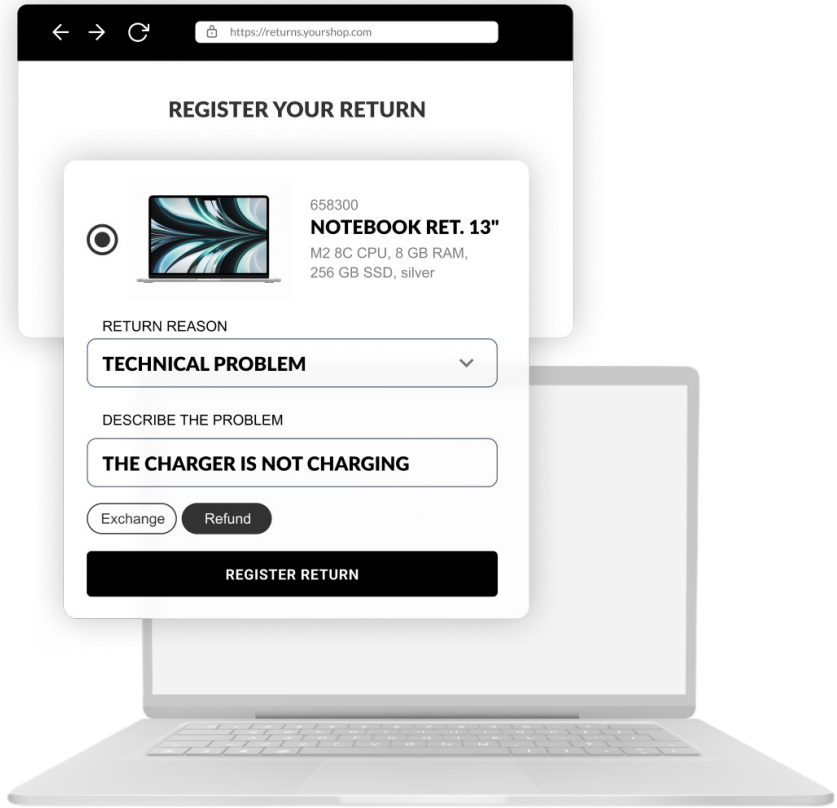
SOLUTION

Empower consumers with self-service returns

Here's the key: Give your customers control with a self-service returns portal.

THIS EMPOWERS THEM TO:

- **Initiate and track returns online, anytime, anywhere.** No more phone calls or waiting on hold!
- **Enjoy a personalized experience** with tailored return options based on product type and reason for return.
- **Stay informed with proactive status updates,** which reduce customer inquiries and boost brand loyalty.

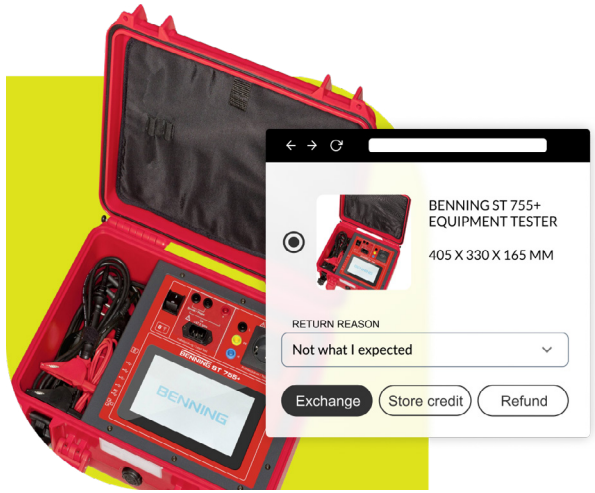


CASE STUDY: CONRAD ELECTRONICS



Before

Previously, Conrad included paper returns with their deliveries which meant no real-time tracking for customers or the company. This led to lost labels and frustrated calls. Additionally, they couldn't gather data on return reasons or trends, so Conrad couldn't address issues before they happened.



After

Now, Conrad's customers can easily register returns via a digital self-service portal where they receive a printable label or QR code and can track the status of their returns online. Intuitive, personalized returns journeys guide shoppers even in complex scenarios.

parcelLab has made a real difference in how we handle returns.

Now, with a more streamlined returns process, we can efficiently manage the surge in customer inquiries and save on costs.

We've achieved 5x ROI since 2022 and have consistently converted traffic into loyal customers. Our returns have reduced by 18% in B2C and a further 6% in B2B. All of this has created a more optimized returns process and happier customers."

Silvio Heider

Conrad Electronic SE

5X

ROI since 2022

18%

Less returns in B2C

6%

Less returns in B2B

Results achieved by implementing a self-service returns portal



5%

Fewer returns since customers are empowered to make smarter returns decisions.



89%

Of customers use the return portal due to the convenience and feeling in control.

Average results reported by customers who have switched to parcelLab

parcelLab®

Turn returns into revenue streams: It’s time to take control

Ready to ditch the return blues and unlock a hidden revenue stream?

Contact us today to learn about how our solutions can empower your customers and boost your bottom line!

BOOK A DEMO