



MYSIZEID

# 10 Quick Ways to Reduce Your Returns

A QUICK TIPS GUIDE FOR  
APPAREL ECOMMERCE







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Something needs to be done, and fast.

Selling clothes online is costly!

6X

more returns  
than in-store

70%

of returns  
fit related


69%

of carts  
abandoned


Value of returned items

~50% Less





**In the next  
several years,  
the cost of  
global returns is  
going to be over  
one trillion  
dollars a year**



**Not to mention the fact  
that returns means more  
Co2 from transportation  
and wasted items that  
end up in landfill**





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# So here are our 10 quick ways to reduce your returns today

We hope they will help you start  
reducing your returns straight away!







# 01. High-Quality Images & Videos = Lower Return Rates

All too often, product returns are the result of inaccurate website descriptions. When retailers display products online, they must make sure to upload high-quality images that show all the details.

360-degree views can help, as can uploading short videos to display the product in its entirety.

Brands such as ASOS are using catwalks and more information on models height, dimensions and sizing that can really help to get a feel for how the product will look like on.



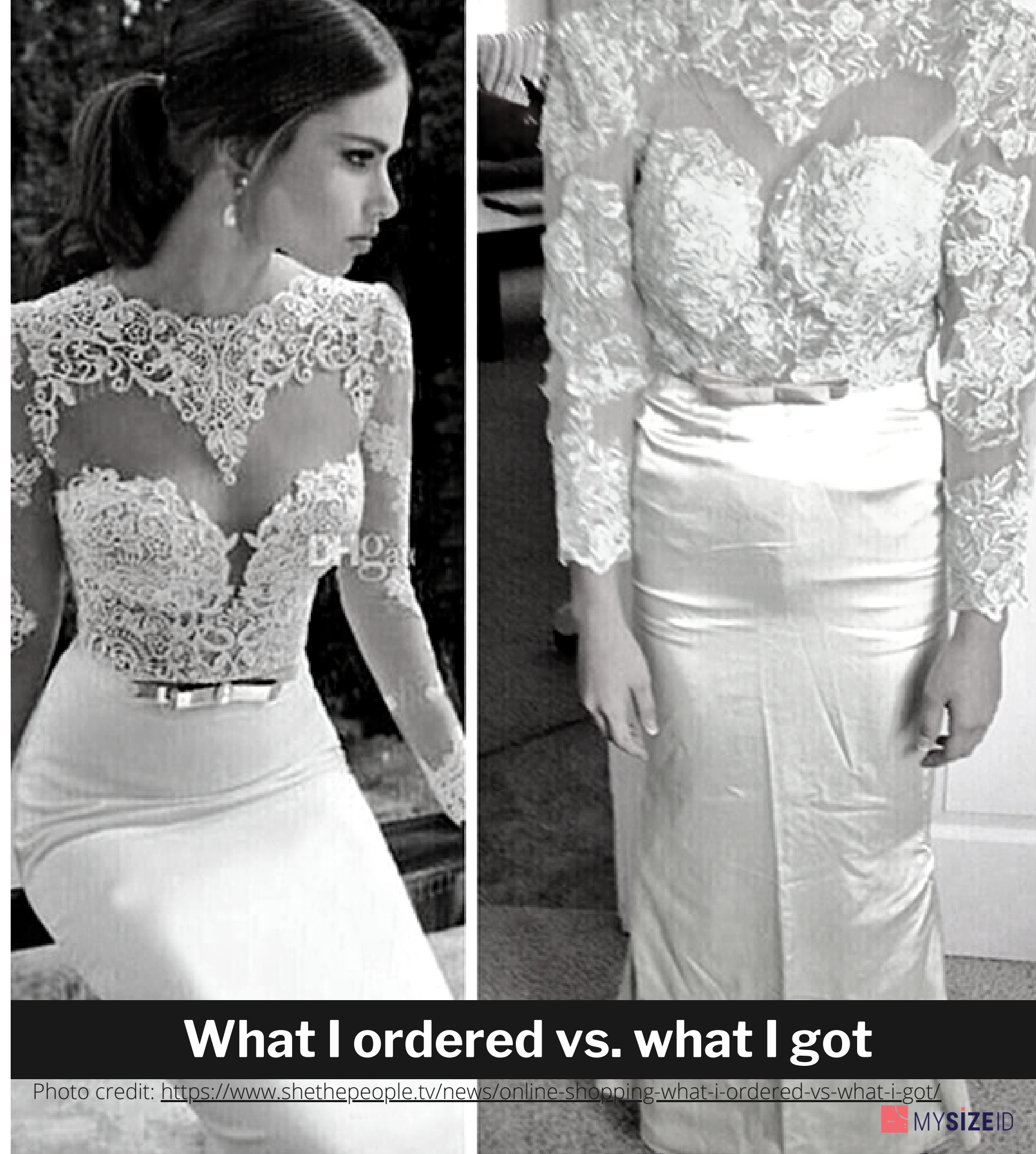
## 02. IMPROVE PRODUCT DESCRIPTIONS

It's not just about your images and videos, your written product descriptions - online or in print - should be as detailed and accurate as possible.

Online merchants need to make an extra effort to craft complete, clear, and engaging product descriptions that answer just about any question a customer might have - especially online.

Proofreading the descriptions is a must! First impressions are vital, so it is important to write, edit, and sometimes change your product descriptions for clarity, accuracy, and engagement. When customers return items because the "Product does not match the description on website." It's a serious own goal for retailers.

While it's funny to have memes of "what I ordered vs what I bought" all over the internet, product descriptions save money, resources, and a whole lot of hassle for both retailer and consumer. Not to mention the bad publicity from going viral for the wrong reasons!



**What I ordered vs. what I got**

Photo credit: <https://www.shethepeople.tv/news/online-shopping-what-i-ordered-vs-what-i-got/>



## 03. IMPROVE TECH DRIVEN FULFILLMENT

Sometimes returns are inevitable. A damaged product or a small subsection of your customers that order multiple items expecting to return one or two from the get-go is unavoidable.

Unfortunately, the byproduct is that when the reverse logistics process is not tech-based, it's difficult for retailers to identify the returned item, meaning it remains on the shelf and might become more likely to end up in a landfill rather than be resold.

Even if retailers know where the item is, route optimization and the driver consistently arriving during tight time windows are necessary. Tech-driven fulfilment with full visibility and the ability to optimize is the only way to reduce those inevitable returns' costliness.

Using paperless returns tech can also help to make returns more trackable - [Check out how ASOS went paperless in our recent webinar with ReBOUND Returns](#)

WATCH THE MYSIZE ECOM APPAREL WEBINAR

 MYSIZEID &  ReBOUND

**BEAT THE RETURNS  
HANGOVER**

FEATURING ASOS, PENTI & BOYISH



WATCH ON DEMAND



# 04. GET YOUR SIZE CHART RIGHT

The size chart is critical to reducing the 70% of returns that are size and fit related (Rebound Returns in our recent Returns webinar). There are some important issues to consider with your size chart. Is it personalised to each product?

Do you have a different one for jeans and for dresses, on each product page?

Have you adapted to different regions?

Have you adapted to different brands or different fits?

Is it correct?? Use your returns data to discover if you there are some problem items in which people continuously order the wrong size? Identify it quickly to reduce a surge in returns.

MySizeID gains data analytics on your customer body shapes and sizes so you can ensure your products are being designed and fitted to suit your core customer groups.





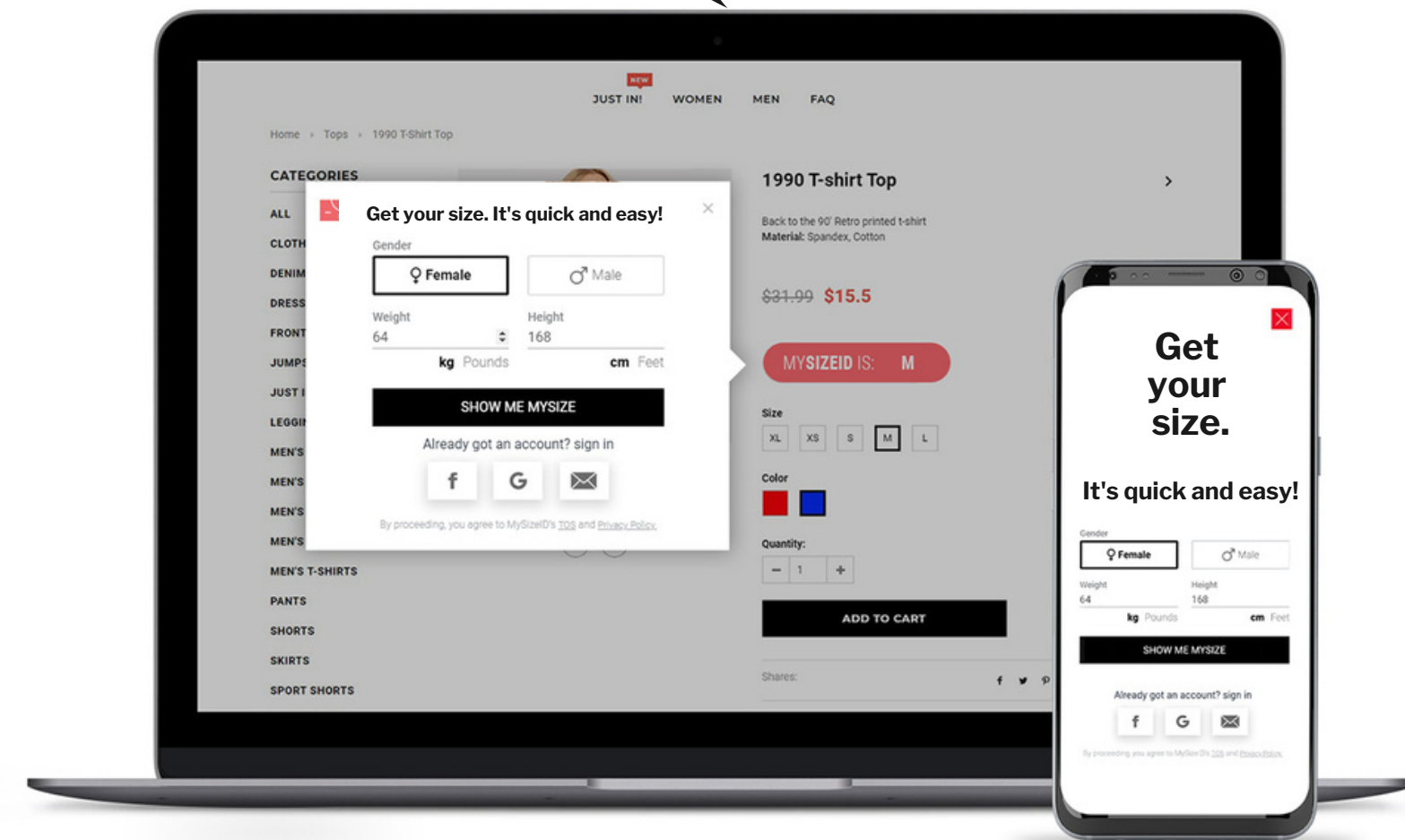
## 05. ADD A SIZE CHART TRANSLATOR WIDGET

1 in 5 brands in Europe are now using Fit Recommendation tech (Internet Retailing). There are different levels of complexity with the tech.

A simple size chart translator is a good place to start. It's a balancing act with getting the least amount of questions to encourage conversions, with the most accurate recommendation to boost shopper confidence.

We offer a simple quick size chart translator to encourage conversions. With the option to get even more accurate with the smartphone body scan tech to help those customers who want extra reassurance.

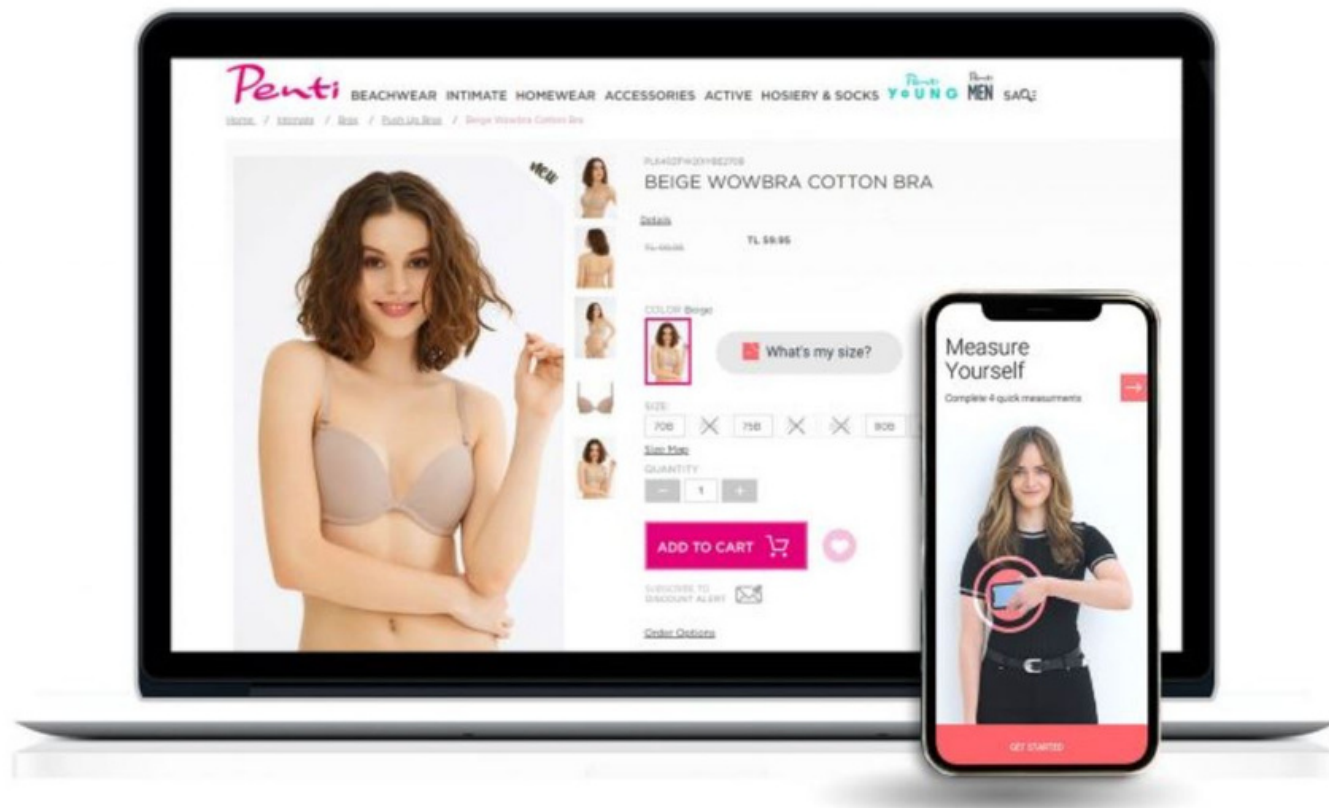
Shameless plug for  
MySizeID widget  
#sorrynotsorry



BOOK A DEMO



**MySizeID  
body scan  
for extra  
confidence  
& accuracy**



**BOOK A DEMO**

## 06. IMPLEMENT A SIZE RECOMENDATION TOOL.

The holiday season sees an extraordinarily high volume of holiday returns as people send back gifts that are the wrong size - more than 80% of returns are size related. Now, with the COVID-19 pandemic added to the mix, the issue just became far more complicated.

A staggering **49%** of consumers don't feel safe enough to try on clothing in-store, so what was once a hassle and rush to a changing room has all too often become frustrating guesswork. Implementing sizing tools that utilize consumers' smartphones has become a powerful tool leading online fashion retailers are already deploying to reduce returns.

Boyish Jeans reduced their apparel returns by **31%**, while retailers specializing in the difficult women's intimate wear space have seen returns plummet by as much as **50%**. And an added bonus is that when shoppers are satisfied with sizing, **customer loyalty improves as well.**

With the increased demand for accessibility for people who - for any reason - cannot use the fitting rooms, technology that aids this in any way are welcome.



## 07. LET SHOPPERS ASK QUESTIONS BEFORE PURCHASE.

If a customer has a question about a product while shopping in a store, they can find a salesperson to ask. But when they're shopping online, it can be more challenging to get their questions answered. Particularly as there are so many more offline shoppers, now in unknown territory shopping online.

Providing your online shoppers ways to ask questions before making purchases helps them make more informed purchase decisions and reduces returns.

Adding a feature such as a chatbot with a live chat option to your E-commerce site can reduce returns while solving additional support issues before they even occur. Shoppers will make more confident purchase decisions after chatting with one of your representatives, and they may even end up spending more.







## 08. REWARD REVIEWS

Encouraging customers to leave a review of your product or service with rewards like "10% of their next order" helps generate a relationship with shoppers, loyalty to the brand, and lived experience of your brand that can help future shoppers.

Online reviews impact buying decisions of over 93% of customers. This means reviews could increase your sales and reduce returns.

This will also help you as a retailer identify issues or problems people are having with the product and identify areas of misunderstanding so you can adjust accordingly - be it with your service or the product itself.

Buyers will trust honest reviews and not buy something they don't need or that doesn't suit them so returns are reduced.



# 09. UTILIZE THE POWER OF YOUR CUSTOMERS

Online retailer Shein is a master of this technique. They take the aforementioned point of rewarding reviews to the next level by incentivizing their customers not only to review a product, but to upload photos wearing the product and to share their sizing details. Rent The Runway also do a fantastic job of this.

Taking such an approach can help customers see a more realistic and varied picture of how a product might look. They can see customers of nearly every ethnicity and size and match themselves with those customers that have similar if not exact measurements.

*RTR Customer*

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SIZE WORN: XL  
OVERALL FIT: SMALL  
RENTED FOR: PARTY

★★★★★ FEBRUARY 9, 2020

**This dress was everything. It was comfortable and I got many compliments on it.**

Ran small and was a little bit short which is why I wore stockings under it. Material was comfortable.




Image Credits: Rent The Runway

*Emily*

TOP CONTRIBUTOR

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SIZE WORN: XL  
RENTED FOR: PARTY

USUALLY WEARS: 10  
HEIGHT: 5' 8"  
AGE: 33  
BUST SIZE: 36DD  
BODY TYPE: ATHLETIC  
WEIGHT: 175LBS

★★★★★ JANUARY 3, 2021

**Party dress!**

Gorgeous dress, got so many compliments. Conservative in the front but party in the back!




Image Credits: Rent The Runway





## 10. GET YOUR PACKAGING RIGHT

Packaging practices need improvement with 35.4 million tons of containerboard produced in the US in 2014.

The fastest-growing culprits of packaging waste are e-commerce companies. Companies such as Amazon have been accused of adding to this waste unnecessarily, using stupidly large boxes and excessive packaging to deliver tiny or non-fragile purchases.

Ensure that the packaging suits the size and fragility of the item, that many orders from one address goes into a single box, and that there are no excess materials in the box.



# 11. KEEP AN EYE ON SERIAL RETURNERS

These are the people who buy a lot and return them, taking advantage of more flexible return policies to essentially “rent” items.

They use an item once and return it afterwards for a full refund and can cost companies thousands. Research has shown that 30% of shoppers deliberately over-purchase items because they know they can easily return them for a full refund and 19% order multiple versions of the same item so they can make their mind up when the item arrives.

A bit more work is required here but as a retailer, you need to collect data to familiarise yourself with any clear patterns. If you think a customer is guilty of serial returning, look at their returning habits and with enough information you can issue a warning, or even temporarily block their account. Before you do this, however, it's prudent to send a mass email to your customers that you're keeping an eye on high numbers of returns from the same person or business. Transparency is always appreciated.



**Bonus extra tip :)  
#yourewelcome**



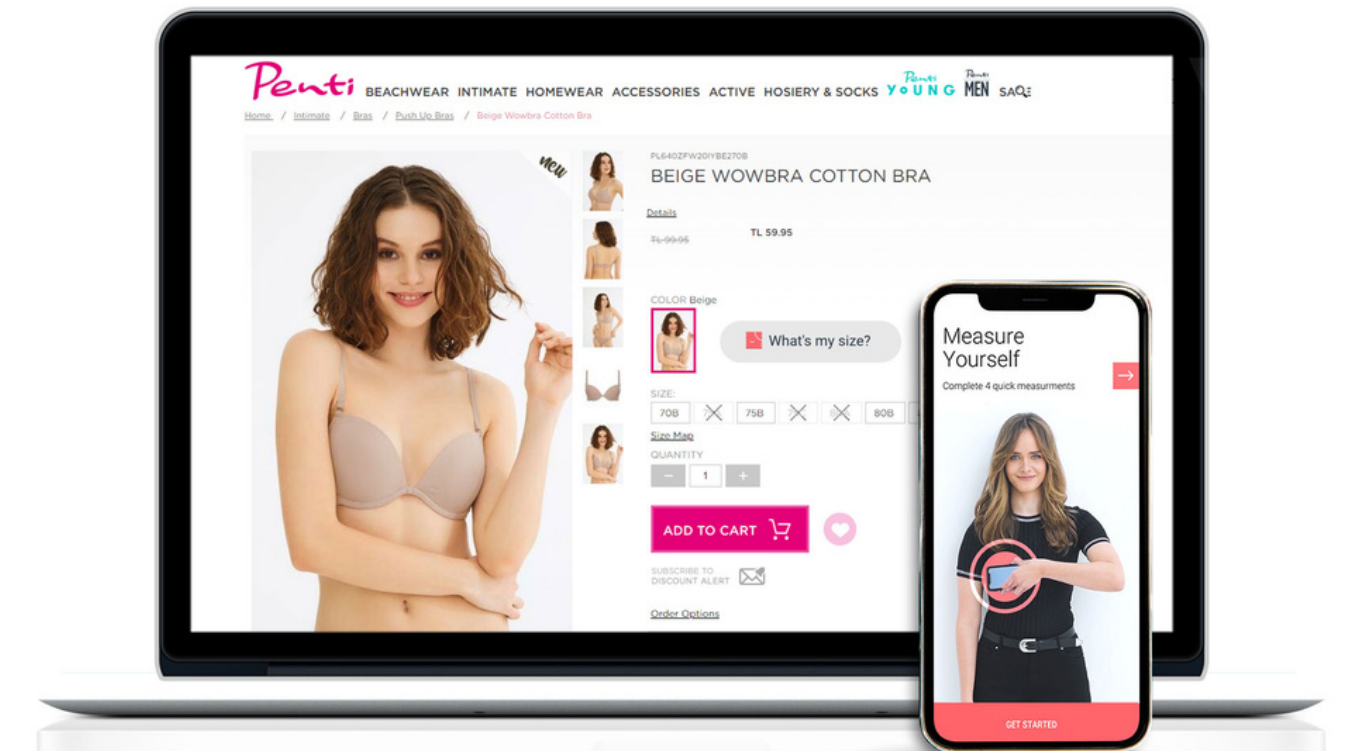
If you enjoyed our guide, you might like to check out the following...



Check out our latest whitepaper jam packed with consumer research into holiday returns

» [DOWNLOAD HERE](#)

WHY NOT TRY OUT MYSIZEID



Book a 15 min consultation and start reducing your returns today!

» [BOOK A DEMO](#)