Verify®

Reduce Returns, Prevent Shrink, and Improve Service

Returns are not just a cost of doing business; return fraud and abuse is a multi-billion dollar annual problem. As a typical retailer, it could account for as much as 1% of your annual revenue, adding to your shrink and reducing your net sales.

BRICK-AND-MORTAR OR ECOMMERCE SHOPPER

Returns Product
Provides Receipt
Provides Consumer Info

↓

EMPLOYEE

Scans Product
Scans Receipt
Enters Consumer Info

↓

REAL-TIME OPTIMIZATION

Verify®

↓

AUTHORIZE

Approved   Warned   Declined

Verify Returns Identifies Consumer Behavior to Stop Loss

Return fraud and abuse cut into profits, but retailers need to avoid drastic restrictions on return policies since these often drive away more revenue than they save. How can retailers protect margin without deterring good customers? With Verify® Returns version 5, the patented software component of the Appriss Retail performance optimization platform, retailers can intelligently authorize merchandise returns from any channel. A real-time, consumer-based return authorization system, Verify uses predictive algorithms and statistical models to distinguish and deter fraudulent and abusive return behavior.

Verify is the most widely used return solution in the industry, prompting the Wall Street Journal to state that Verify Return Authorization "can now be found in every mall in America." The return process is optimized because the Verify analytical modeling accounts for numerous factors, including your return policies, your shoppers' purchase and return behavior, and geographic trends, all of which helps Verify make the best decisions to balance customer service and fraud/abuse prevention.

Proven Results and Guaranteed ROI

A powerful deterrent, Verify lets you individually address fraudulent returners, reduces the number of unprofitable consumers, stops the financial drain, and leads to considerable improvement in margin dollars. The science behind the optimization allows you to be confident of the results and simplifies your internal justification.

- Most consumers are unaffected; denies returns only to the worst offenders (the 1% of your returners that are fraudulent/abusive).
- 8.2% reduction in return dollars. Reduced returns equal increased net sales.
- 12.95% relative shrink reduction and 0.32% absolute reduction to shrink.
- Significant and measurable ROI, with almost immediate payback.
- Self-funding, so it will not detract from other budgeted items.
- Results can be guaranteed to remove risk.
- Capability to quickly validate expected results before making a decision.

APPRISS® RETAIL

Advantages

Loss Prevention

- Identifies consumers who are considered high risk for fraudulent and/or abusive returns across all channels.
- Deters all types of return fraud and abuse for both receipted and/or non-receipted return transactions.
  - Wardrobing or Renting.
  - Employee fraud.
  - Receipt fraud.
  - Returning stolen merchandise (Shoplifting).
  - Price switching or price arbitrage.
- Limits returns that break the retailer's basic return policy.
- Permits return decisions by SKU, date, geography, etc.
- Proven correlation between reducing returns and reducing shrink.

Operational

- Post-return purchasing remains strong after implementing Verify.
- Our consumer call centre answers shopper questions, shifting the burden away from your store associates to our specialists.

Technical

- Rapid project times. Initial analysis performed with minimal impact on IT resources. Deployment takes weeks, not months.
- Implements as SaaS and operates independently on Verifone terminals or integrated with your existing POS/e-commerce.

Financial

- Significantly reduces return value (return rate), directly improving net sales, shrink, and margin.
- Self funding, don't have to find other budgets to pay for it.
- Significant ROI and rapid payback.
- Sales preservation from reduced returns.

How Verify Returns Works

Traditional return practices are flawed because they don't really consider the activities of the returner. Consumer-based return authorization is much more effective because it tracks consumer behavior and detects patterns of fraud and abuse before too much damage is done.

1. Consumer is identified from original receipt with Receipt Triangulation™ or by swipe/scan of an ID.
2. Key return transaction information is also captured: employee ID, receipted or non-receipted, original transaction number, and more.
3. All information is instantly forwarded to a Verify server and Consumer Linking™ is used to identify all other known purchases and returns.
4. The authorization occurs while the shopper is at the counter by accessing their complete purchase and return behavior and applying advanced individual and geographic statistical techniques to detect patterns of fraud and abuse, as well as violations of your return policy.
5. Within milliseconds, Verify returns a message to the cashier to either accept the return, deny it, or provide a warning to the consumer that future returns may be denied for a period of time.
6. If the return is denied or a warning is issued, the consumer receives a printed courtesy notice directing them to contact Appriss Retail's consumer call center for more info.
   - A warning is preferred instead of an outright denial because it fosters the perception of better customer service. In fact, warnings are required by law in some locations and are a patented feature of Verify.

Improve Customer Service at the Refunds Desk

- Offer more lenient and flexible return policies, while mitigating the risk of fraud and abuse.
- Fair and consistent return process and unbiased decision making.
- Don't create or allow a blanket policy to penalize all of your consumers because of the misdeeds of 1% of all returners.
- Ability to identify and treat your best customers as such; use their purchase history and/or loyalty info to craft customized return privileges for those who deserve it most.

Optimizing Your Return Process Is Easy

Return optimization will help you reduce return rates and drive millions out of your shrink and other costs. As the expert in retail returns, Appriss Retail delivers best practices to help establish the optimal rate of merchandise returns necessary to guarantee your revenue objectives are met, while still protecting the important relationships with your good consumers.