Verify®

Prevent Omnichannel Return Fraud

The benefits of multi-channel commerce are the myriad ways that shoppers can purchase, but that often leaves many avenues for returns. There are options to deploy a return authorization solution; your selection depends on your business model and consumer focus.

Be Ready—Wherever the Return Occurs

Verify return authorization version 5 is the patented software component of Appriss Retail's return optimization solution that allows you to authorize merchandise returns more intelligently across all of your store, online, mobile, and catalog call center channels. A real-time, consumer-based return authorization system, Verify uses predictive mathematical algorithms and statistical models to distinguish and deter fraudulent and abusive return behavior regardless of where the purchase originates or the return takes place (plus, it is flexible to your business rules).

Recommended Return Authorization Options

A portion of your omnichannel sales will result in returns. How should you handle them? The answer depends on how your brand manages the customer experience. Appriss Retail reduces risk and improves customer service in these four deployment scenarios.

1 BUY-ONLINE-RETURN-IN-STORE?

Recommendation: Authorize ecommerce return in-store.

Buy-online-return-in-store is an expected feature for today's omnichannel shopper. Verify has supported this since day one, and we can help you turn that ecommerce returner into a brick-and-mortar shopper.

2 ISSUE RMA'S?

Recommendation: Authorize ecommerce return at time of RMA.

The point where you generate a Return Merchandise Authorization (RMA) is the right time to authorize a return that is being shipped to a remote location, like your fulfillment center.

3 DON'T ISSUE RMA'S?

Recommendation: Authorize ecommerce return at time of purchase.

If you do not issue RMA's, Verify can customize the return policy – or even allow, warn or deny the ability to perform a return – during the purchase transaction and let you preemptively communicate to the consumer before the item even becomes a return.

4 NOT SURE WHAT TO DO?

Recommendation: Appriss Retail can deploy a custom solution for you.

If these deployment options do not meet your process needs, we can offer different alternatives from authorizing the ecommerce return at your point-of-receipt (your warehouse) to declining the purchase due to the return risk score. Let's talk.

APPRISS® RETAIL

The Best Fit for Omnichannel Returns

Today, retailers want a seamless return authorization process that works regardless of where a consumer purchases or returns an item. As a Software-as-a-Service (SaaS) solution, Verify is a good fit.

- **Bridging of brick-and-mortar and direct channels.** By centralizing return transaction data, Verify can easily correlate returns from multiple channels and from multiple retail brand systems. In addition, we are well-equipped and trained to support diverse data formats from multiple retail channels.
- **Single interface.** Appriss Retail provides a single, straightforward messaging interface to its return authorization system that can support and deploy rapidly to any existing process in a retailer's POS, ecommerce, mobile commerce, and/or fulfillment systems. Verify integrates with or without RMA processes and online registration.
- **Customized return models for any channel.** The Appriss Retail analytics team can customize models, track model performance, and recommend modifications as needed. Additionally, knowing every shopper's complete purchase and return history, Verify can establish individual and specific return policies, like shorter time limits, extra shipping charges, etc. This is especially important for those retailers who wish to treat online, catalog, and brick-and-mortar returns differently.
- **Tracking the shopper's return history.** Seamless, multi-channel systems require identifiers that are sensible in each channel and permit consolidating all of a consumer's or a receipt's return activity in one history. Appriss Retail's omnichannel return authorization solution can use order numbers, consumer ID numbers, online registration numbers, purchase ID numbers, and other identifiers to track consumers or receipts in both brick-and-mortar and alternative channels. The choice of identifiers is really up to you.

IDENTIFIERS TO TRACK RETURN HISTORY

BRICK-AND-MORTAR	INTERNET/MOBILE/CATALOG
• Consumer identificatiom • Original transaction number • Credit/debit/store credit/gift card/check number (extracted from a receipt via Receipt Triangulation™) • Loyalty card number • Loyalty name and address	• Original order/account number • Registration number • Purchase ID number • Credit /debit /store credit /gift card • Loyalty card number • Loyalty name and address • Shipping name and address

Helping You with All Returns

Appriss Retail's best practices can help establish the rules, models, and measurements necessary to guarantee your return objectives — wherever they exist—are met, while still protecting the important relationships with your good customers. Regardless of the number of channels you need to support, there are very effective methods to consolidate return authorizations for your omnichannel shoppers. Appriss Retail can help lead you through this process by:

1. Helping you define your goals for return authorization.
2. Reviewing your existing return process in each channel and identifying places to add intelligent return authorization.
3. Reviewing your options for tracking people and receipts, and suggesting ways to make collecting the necessary information as seamless as possible.
4. Delivering return authorization, consumer support, and reporting for all channels via a single system interface.
5. Consulting regarding signage/notice and other aspects of consumer communication and support.
6. Customizing an authorization model for each channel (if required), taking into account existing policies and consumers' expectations for each, and predicting the impact on return rates in each channel.
7. Supporting integration, testing, and rollout of projects.