



## Delight Your Best Customers

On average, 20 percent of a retailer's customers make returns, and the highest returners are usually categorized as the "best customers" in terms of spend. Collectively, they represent millions of interactions per year—interactions that shape individual purchasing behavior, influence your brand, and drive profits.



### BRICK-AND-MORTAR OR ECOMMERCE SHOPPER



Returns Product  
Provides Receipt  
Provides Consumer Info



### EMPLOYEE



Scans Product  
Scans Receipt  
Enters Consumer Info



### REAL-TIME OPTIMIZATION



### AUTHORIZE



Approved



Warned



Declined

## Verify Returns Enables Flexible Return Policies

Consumer-friendly and flexible return practices are essential for driving sales, but operating in that environment is too complex to address with simple, across-the-board return policies. Verify® Returns version 5 is the patented software component of Appriss Retail's Performance Platform that allows you to intelligently authorize merchandise returns. A real-time, consumer-based return authorization system, Verify uses predictive algorithms and statistical models to identify and approve returns from your best customers, while at the same time deterring fraudulent and abusive behavior in-store, online, or in the call center.

Verify is the most widely used return solution in the industry and is proven effective in achieving optimal return rates at major retailers. The Verify analytical modeling accounts for numerous factors, including your return policies, your shoppers' purchase and return behaviors, and other geographic trends, all of which help make the right decisions to meet your customer service needs, while still managing risk and preventing return policy abuse.

## Improve Customer Service at the Return Counter

Verify is a powerful customer service tool that uses sophisticated models to make its determinations. Relax your return policies, remove inflexible rules, and build customer loyalty.

- Ensure a fair and consistent return process and unbiased decision making.
- Treat your best customers as such; use their purchase history and/or loyalty information to craft customized return privileges for those who deserve it most.
- Offer more lenient and flexible return policies, while mitigating the risk of fraud and abuse.
  - Simplify buy online, return in-store (BORIS)
  - Lighten your tender restrictions
  - Run more flexible promotions
  - Eliminate re-stocking fees
  - Faster returns—one retailer saved 18 seconds per transaction

## Advantages

### Operational

- Post-return purchasing remains strong after implementing Verify.
- Our consumer call center shifts the burden from your store staff to our specialists.

### Loss Prevention

- Identifies consumers who are considered high risk for fraudulent and/or abusive returns across all channels.
- Permits you to establish return decisions by SKU, date, geography, and more.
- Refund management validates receipts, value, and tender types.
- Deters all types of return fraud and abuse for both receipted and 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.
- Proven correlation between reducing returns and reducing shrink.

### 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

- Financial impact is a significant reduction in return value (return rate) that directly improves net sales, shrink, and margin.
- Self-funding, don't have to find other budgets to pay for it.
- Significant ROI for rapid payback.
- Sales preservation from reduced returns.

## How Verify Returns Works

Traditional return practices are flawed because they do not consider the activities of the returner. Verify is much more effective because it tracks consumer behavior and detects patterns to determine the best return decision.

1. Consumer is identified from original receipt with Appriss Retail's 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 (about 99 percent of the time), deny the return, or to provide a warning to the consumer that future returns may be denied.
6. When the return is approved, the consumer may notice an improvement in speed or appreciate your flexible policy, and not perceive negative impacts.
7. If the return is denied or a warning issued, the consumer receives a printed courtesy notice directing them to contact Appriss Retail's consumer call center for more information, maintaining your staff's "here to serve you" image.
  - Consumers perceive warnings as better customer service than a flat denial. Warnings are a patented feature of Verify—no one else can help you deliver such high levels of service.

## Proven Results and Guaranteed ROI

Verify allows you to offer a better return experience to your good customers while mitigating risk by limiting abusive returners, reducing the number of unprofitable consumers, and stopping the financial drain of return fraud. The science behind the optimization allows you to be confident of the results and simplifies your internal justification.

- 99 percent of consumers—your best customers—are affected positively.
- 8.2 percent reduction in return value. Reduced returns equals increased net sales.
- 12.95 percent shrink reduction.
- Significant ROI, with almost immediate payback.
- Capability to quickly validate expected results.

## Optimizing Your Return Process Is Easy

Return optimization improves your returns—creating a better experience and still driving 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.

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