



Delight Your Best Consumers

On average, 20% of a retailer's consumers make returns, and the highest returners are usually categorized as the "best" consumers 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 Helps Enable Flexible Return Policies

Consumer-friendly and flexible return practices are essential for driving sales, but operating such an environment is too complex with simple, across-the-board return policies. Verify® 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 help you identify and approve returns from your best consumers while helping you to deter fraudulent and abusive behavior in-store, online, or in the call center.

Verify is the most widely used return solution in the industry and has proven effective in achieving optimal return rates at major retailers. The Verify analytical modeling accounts for numerous factors including your return policies, consumers' purchase and return behaviors with your brand, and geographic risk fraud trends, all of which help Verify make the best recommendations for you to balance consumer service and fraud/abuse prevention.

Improve Consumer Service at the Return Counter

Verify is a powerful consumer service tool that uses sophisticated models to make its recommendations. Verify helps you to relax your return policies, remove inflexible rules, and build consumer loyalty. Verify can help you:

- Apply a fair and consistent return process and unbiased decision making.
- Treat your best consumers as such; use their purchase history and/or loyalty information at your brand 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) and buy-online-return-online (BORO)
 - Lighten your tender restrictions
 - Run more flexible promotions
 - Eliminate re-stocking fees
 - Speed 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

- Consumers in any channel who are considered a high risk for fraudulent or abusive returns can be identified.
- Permits you to make return decisions by SKU, date, geography, and more.
- Refund management validates receipts, value, and tender types.
- Helps deter 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.
- Helps employees enforce 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 on standalone terminals or integrated with your existing POS/ecommerce.

Financial

- Aids in significantly reducing 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 Works

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

1. Consumer is identified from original receipt with Receipt Triangulation™ or by the cashier entering the consumer's information.
2. Return transaction information is also captured: employee ID, receipted or non-receipted, original transaction number, and more. Verify does not retrieve or retain gender, race, nationality, physical characteristics, or marital status from consumer IDs.
3. All information is instantly forwarded to a Verify server and Consumer Linking™ is used to identify all known purchases and returns at that retailer.
4. The recommendation occurs while the consumer is at the counter by accessing their known behavior at that retailer and applying individual and geographic risk fraud trends to detect patterns of fraud and abuse as well as violations of your return policy.
5. Within milliseconds, Verify returns a recommendation to the cashier to accept the return (about 99% of the time), deny it, or provide a warning to the consumer that future returns may be denied for a period of time.
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. In the case of a warning or denial, 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 this high level of service.

Proven Results and Guaranteed ROI

Verify allows you to offer a better return experience to your good consumers while helping you to: mitigate risk by limiting abusive returners, reduce the number of unprofitable consumers, and stop the financial drain of return fraud. The science behind the optimization allows you to be confident in the results and simplifies your internal justification. Our experience shows:

- 99% of consumers—your best consumers—are affected positively.
- 8.2% reduction in return value. Reduced returns equals increased net sales.
- 12.95% 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 an 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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