



easycom

eCommerce insight – powered by smart digital returns

Our core capabilities

Digital services



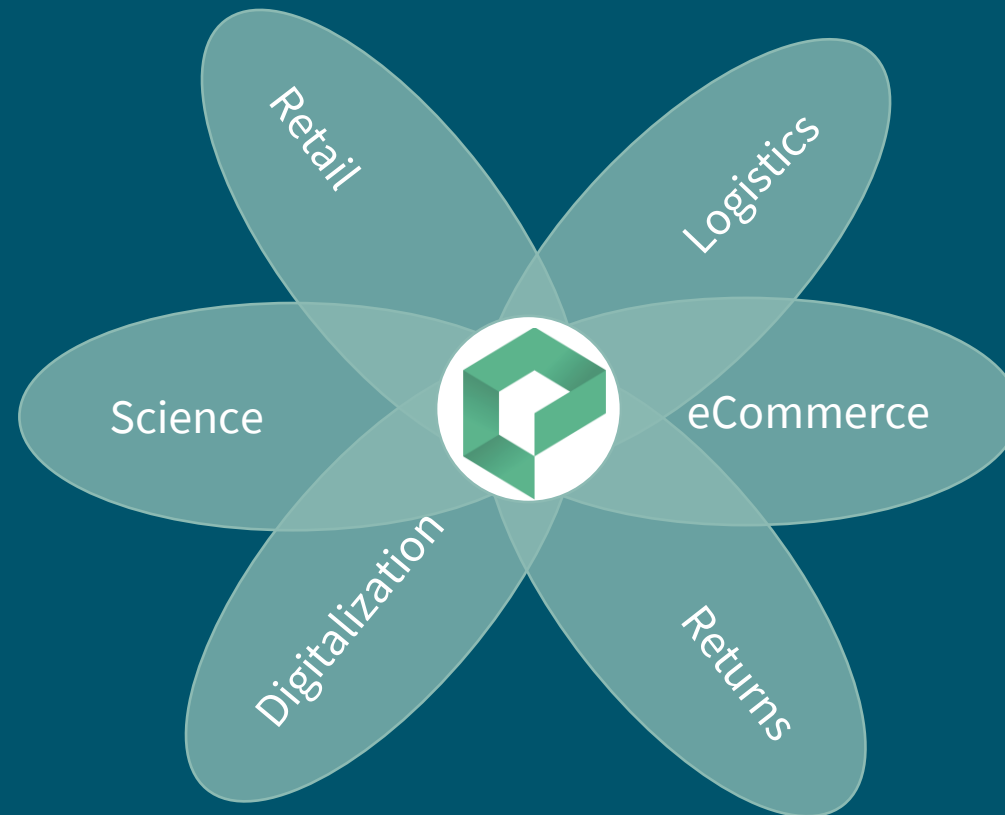
Smart Digital Returns



Business Action Boards




Profitability Control Tower



Innovation and consulting

- Returns and post purchase processes
- eCommerce solution architecture and integrations
- eCommerce distribution and logistic solutions
- Science and research within returns and consumer behaviour



the challenge – profitability

Return share

5 - 50%

... and growing as the fitting room is moving to the home

Lost conversion

10 - 30%

Lost orders in the returns process

Cost of returns

2 - 4_x

Higher cost than order fulfilment

Customer experience

73%

of customers say returning a purchase is the part of online shopping they dislike the most

...1/3 of pureplay eCommerce players are unprofitable



the challenge – environmental

Out of season, overstock =
Landfill

2_{MN}

tons of returned inventory sent to
landfills by U.S. retailers each year

Unnecessary
transportation

3–5

Shipments to return the item to its
origination

Emissions

12_{MN}

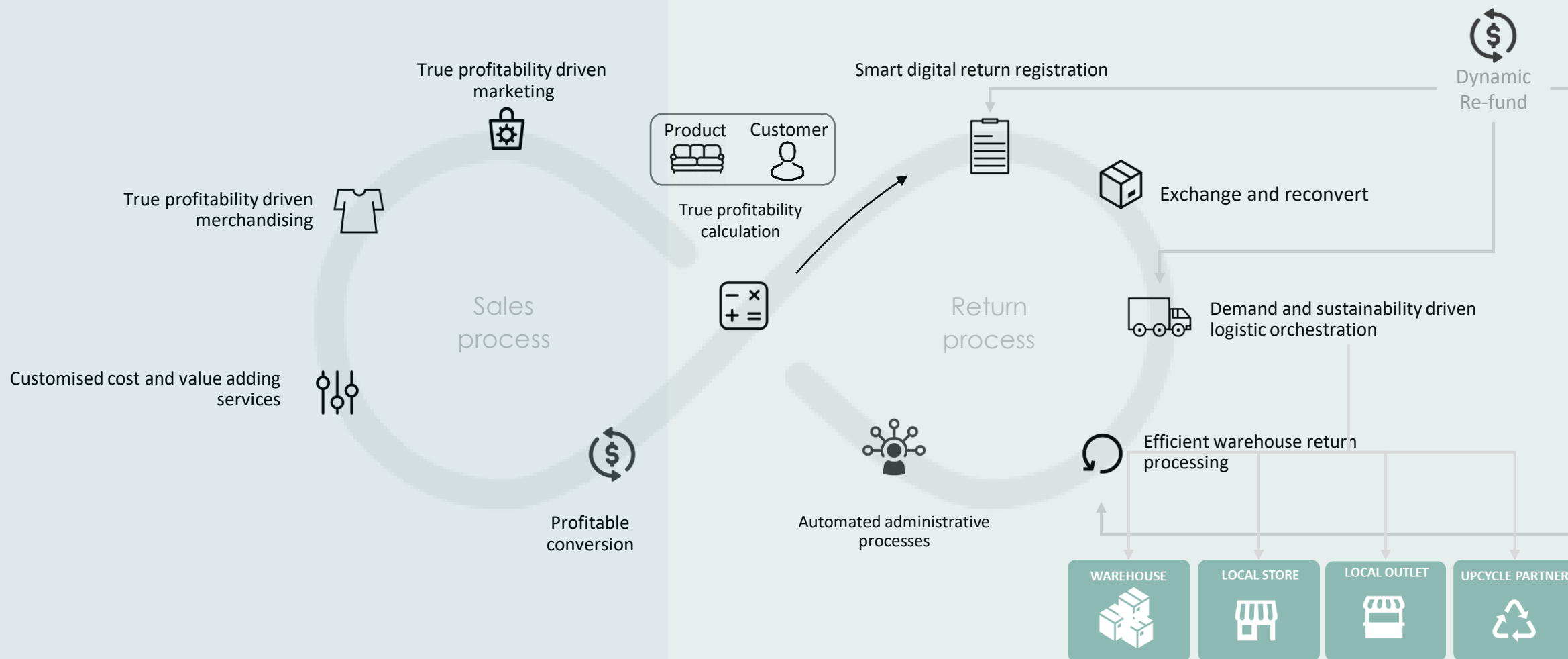
tons of carbon dioxide, or 4.5 billion
liter of fuel only from returns

... and increasing

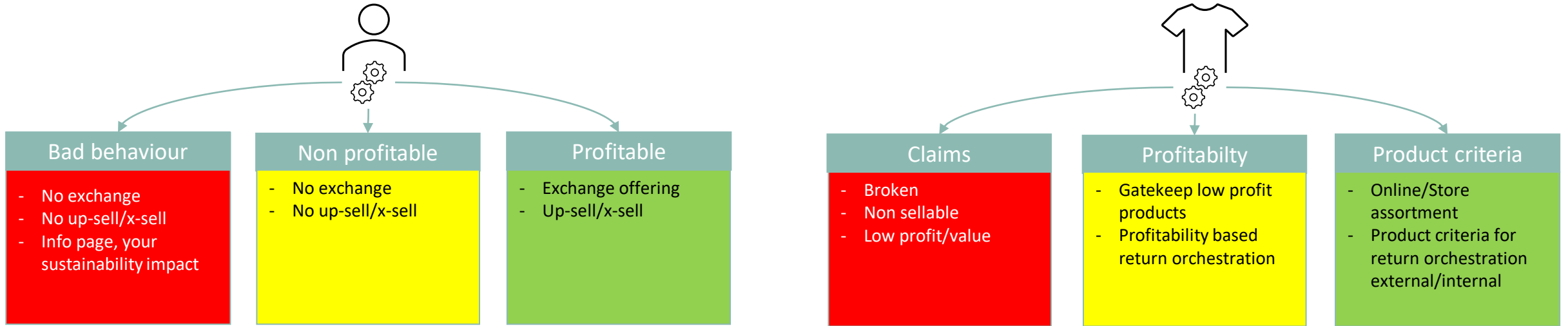
The Easycom platform

What our insights enables

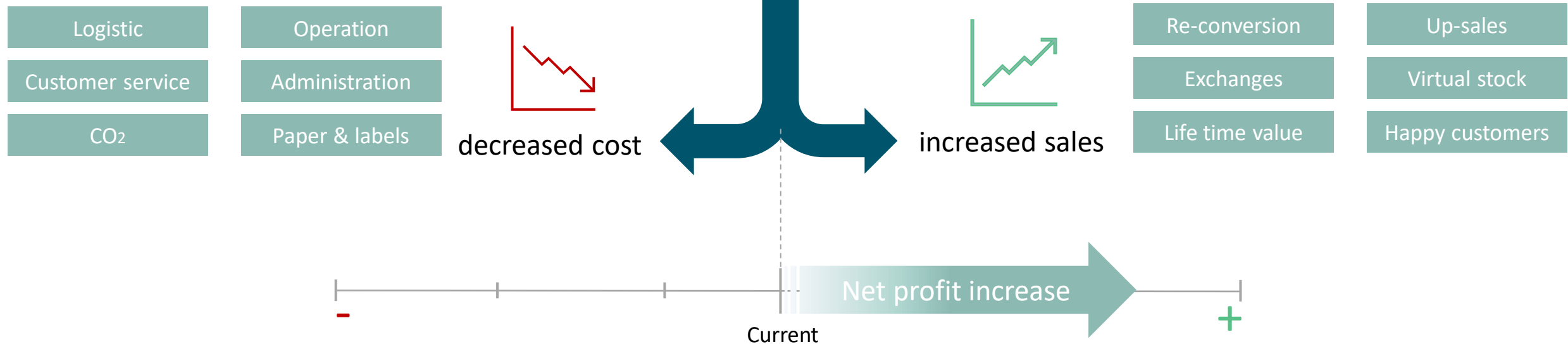
What our services solve



The business value of multiple customer and product journeys

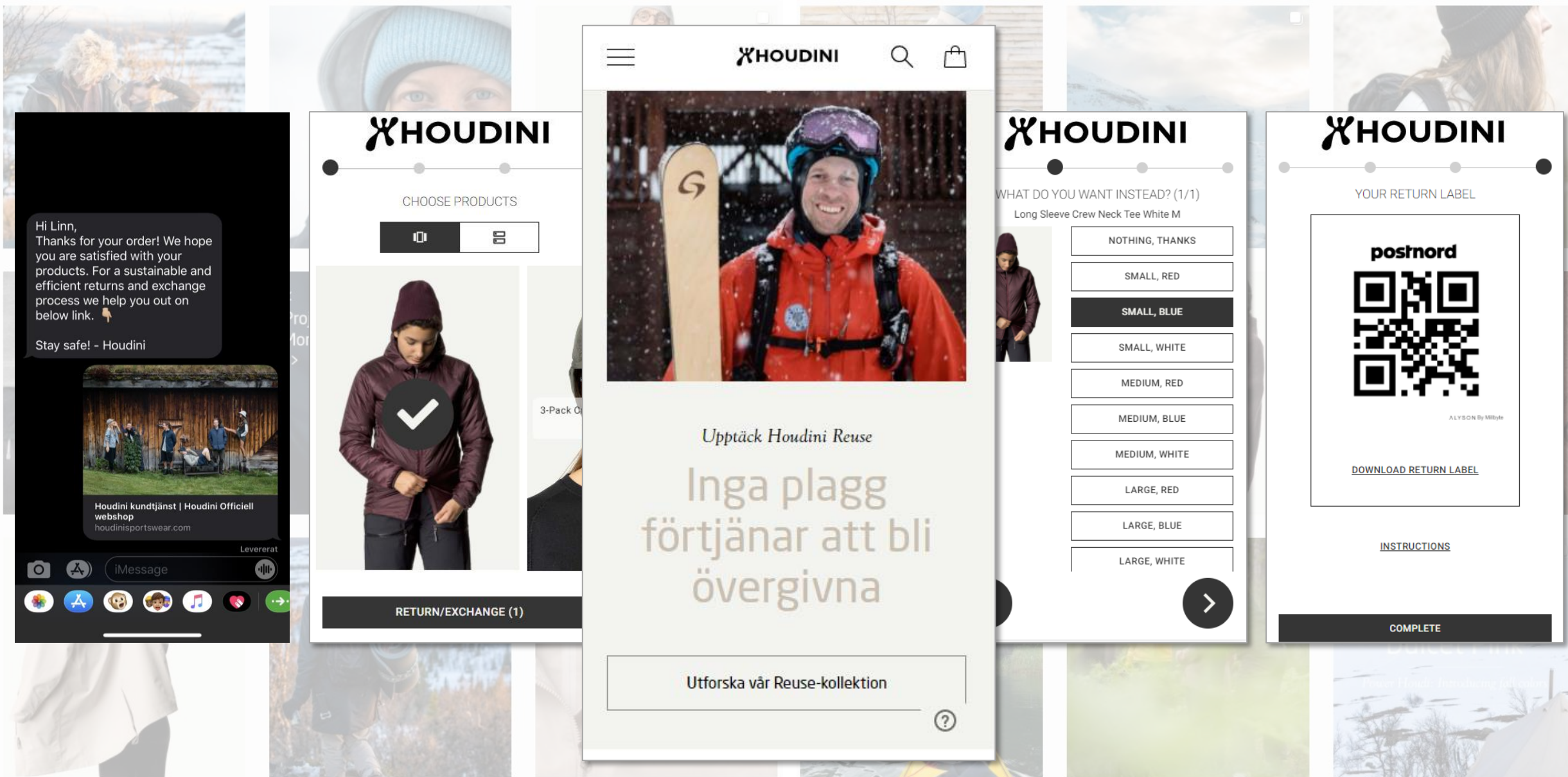


multiple journeys maximizing profit in each transaction





1. Fast time to market via configurable ready to go UX





1. Digitalize your return process and return policy

Digital return policy

Sweden

Germany

EU

How long do you want to allow items to be returned?

Allow returns within

14

days

Allow claims within

365

days

☒ Single-use return shipping labels

If enabled, only one return shipping label may be generated per sales order.

Original shipping deduction on return

Return shipping cost

How do you want to charge for returns?

☐ Free returns

Never charge the customer for returns.

☐ Free exchanges

Don't charge for returns when the customer places an exchange order.

☒ Always charge

Always charge the customer for returns.

Decision engine

name

Default

Mode

☐ On (claims to customer support)

The decision engine decides what happens to customers' digital returns.

☒ Off (claims to customer support)

The decision engine is off, and only claims go to customer support. Everything else will be asked to be sent back.

☐ Off (everything to customer support)

The decision engine is off, and everything will go to customer support.

Rules

Allow immediate refund

☐ 🐶 Puppy

☐ ❓ Question Mark

☐ ★ Star

☒ 💰 Cash Cow

☒ 🏠 Gold Mine

Allow immediate exchange

☐ 🐶 Puppy

☐ ❓ Question Mark

☐ ★ Star

☒ 💰 Cash Cow

☒ 🏠 Gold Mine

CLONE

SAVE

Return code behaviour

01

Too small

☐ Available

Digital Returns

☒ Visible

☐ Can upload photos

☐ Must upload photos

☐ Is a claim

☒ Allow exchanges

☒ Allow customer to select exchange...

☐ Allow customer to leave comment

☐ Requires manual handling

Default reason

Sort code

0

02

Too big

☐ Available in RRM

Digital Returns

☒ Visible to customer

☐ Can upload photos

☐ Must upload photos

☐ Is a claim

☒ Allow exchanges

☒ Allow customer to select exchange...

☐ Allow customer to leave comment

☐ Requires manual handling

Default reason code in RRM

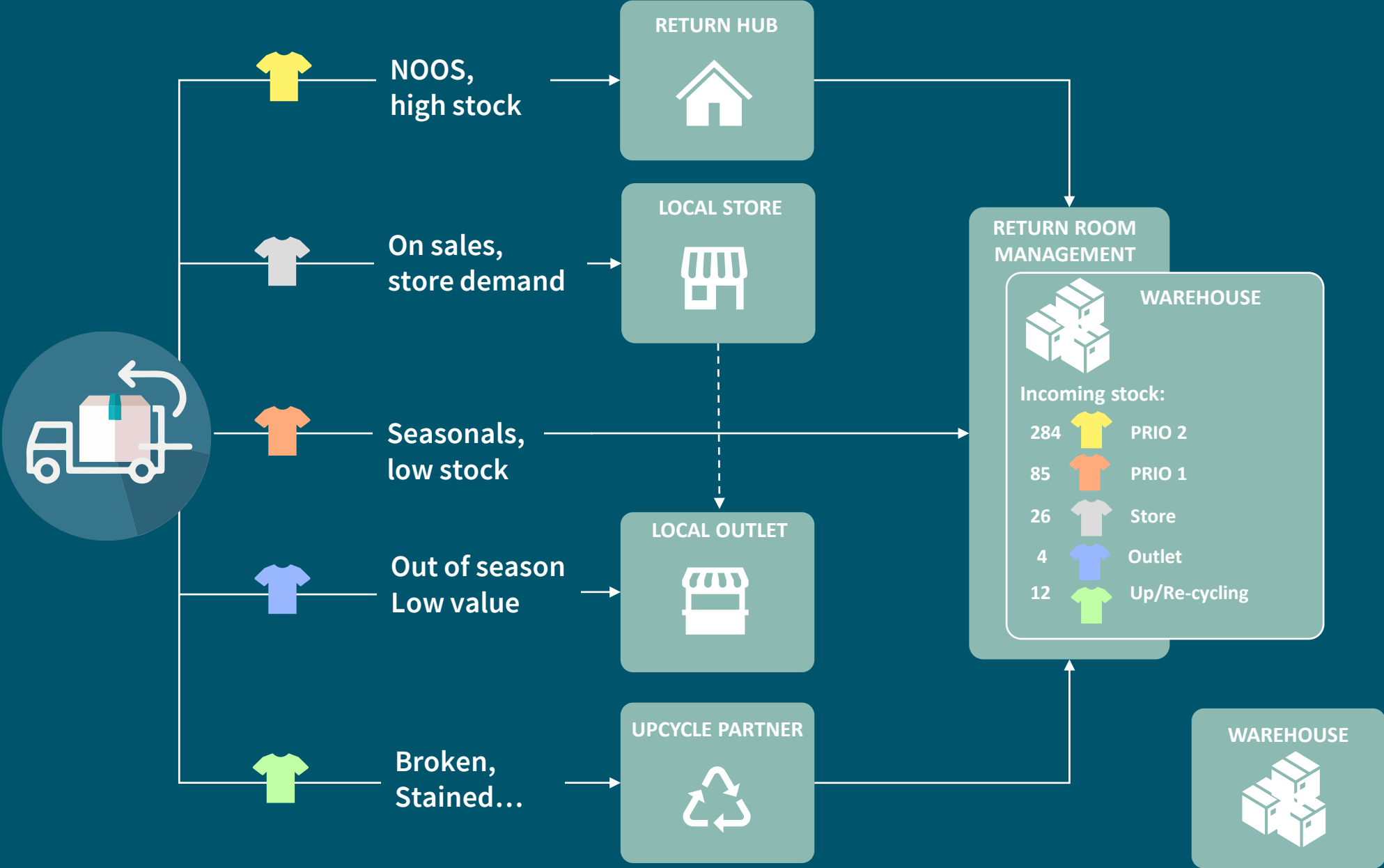
Sort code

0

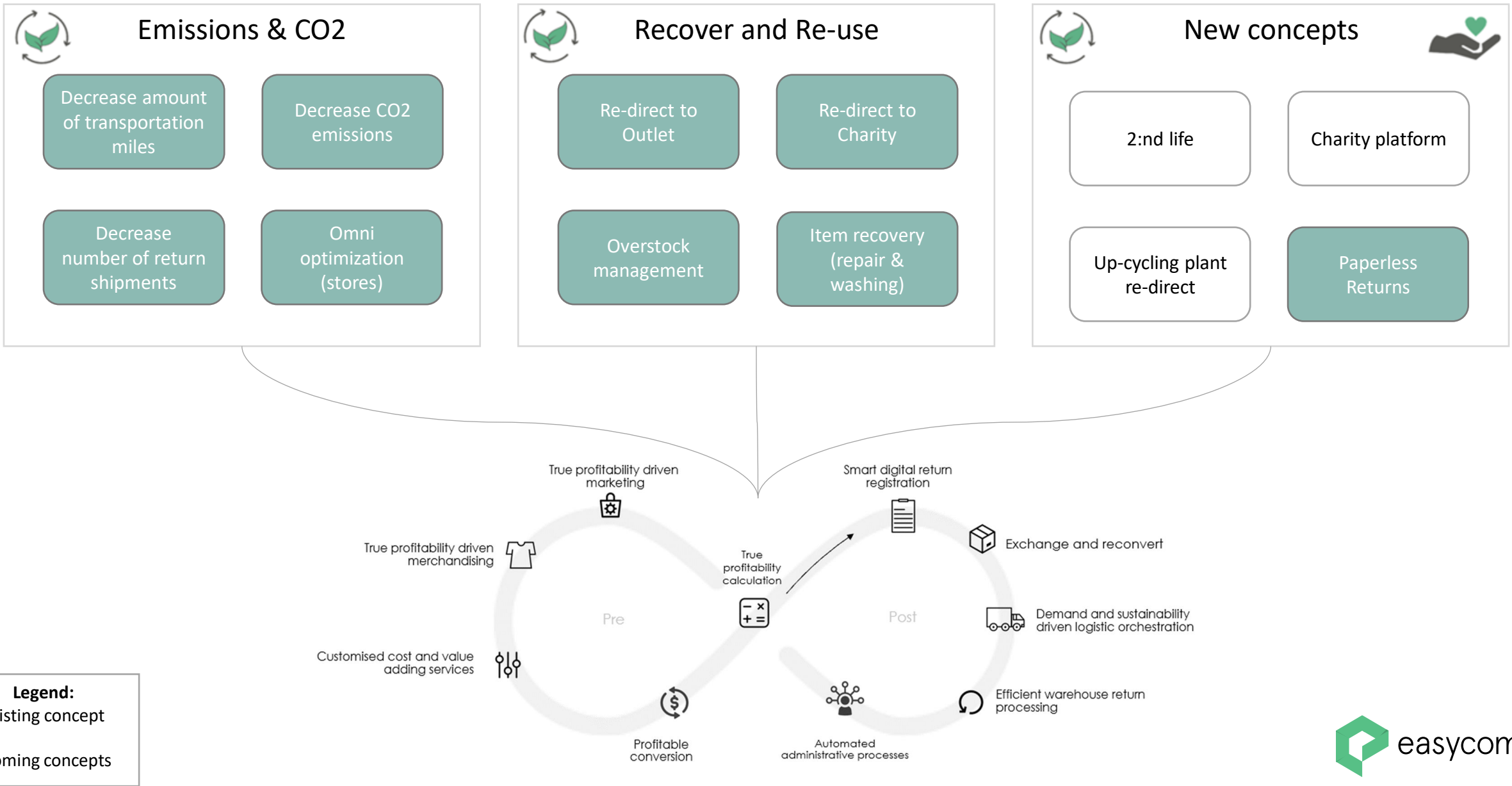
REMOVE



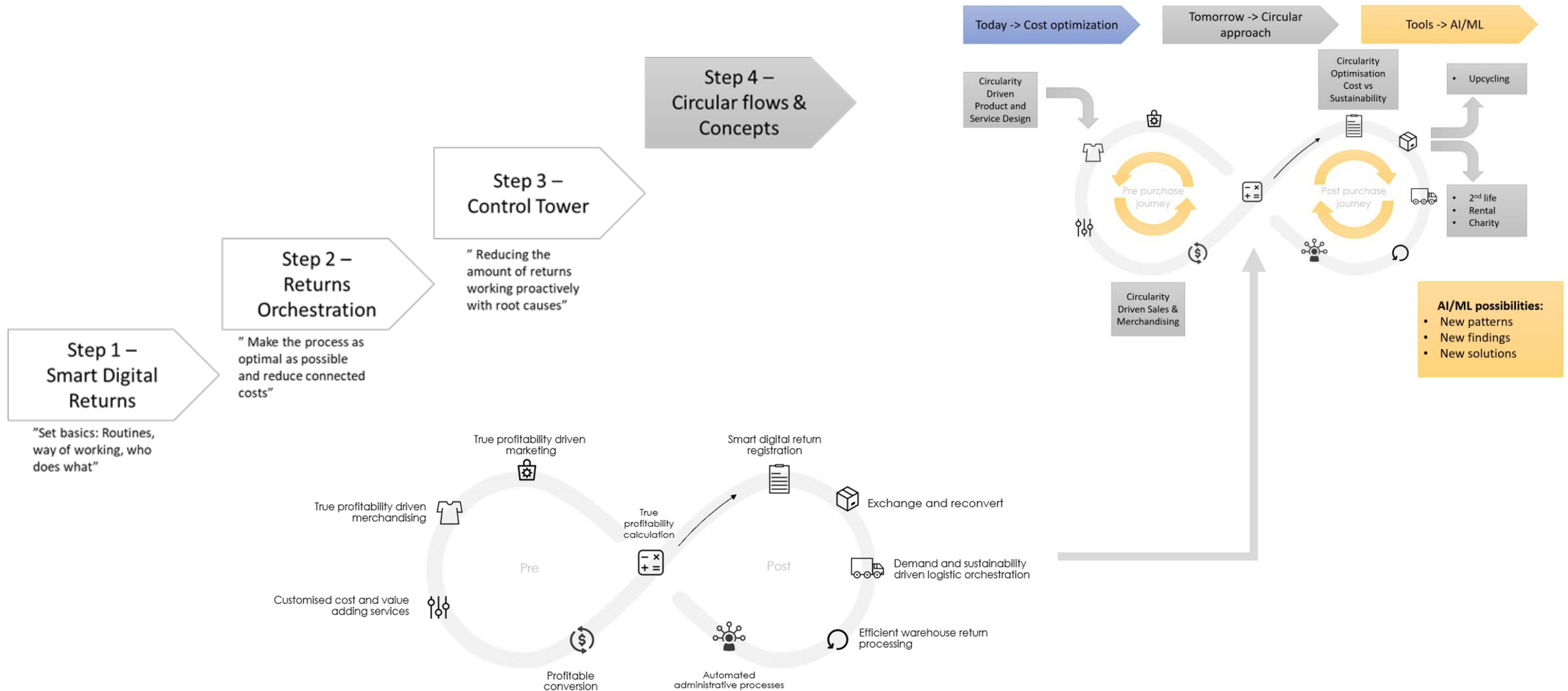
2. Optimized return logistics and return room management



easycom sustainability view



From MVP returns to Circular flows





2.3 Return Hub Services – Overview

