Turn Your Reverse Supply Chain Into a Profit Center

Powered By nok RECOMMERCE

You're losing millions

Returns are costing your brand millions of dollars and you're flying blind.

	Typical Brand	Your Brand
Fraudulent Returns:	**15-20%** of returns	? % of returns, do you know?
Manufacturer Defects:	**10%** of returns	What is your manufacturer's defect %?
Unauthorized Resellers:	**10%** of returns	Where do your returns end up?
Retail Chargebacks:	**1-5%** of sales	Do you audit your retailer?
Poor CX	**5-10%** reduction in LTV	How do you ensure satisfied customers?

Meanwhile, Recommerce is Growing 5x Faster Than Retail

+30%
Post-pandemic returns volume increase

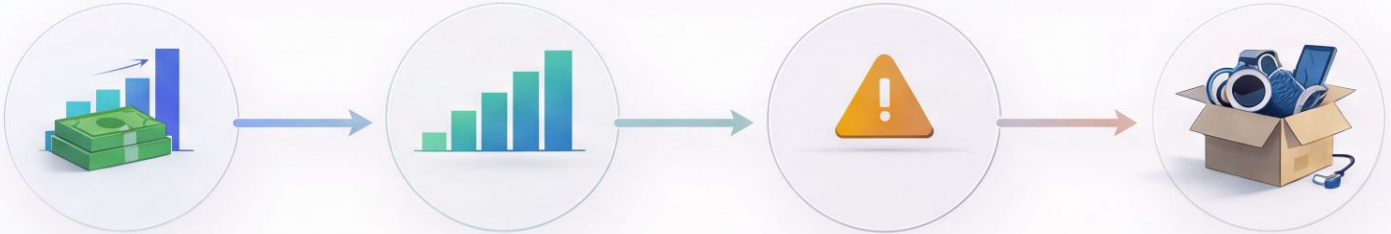
3x
E-commerce return rates vs. retail

93%
Shoppers bought secondhand last year

Source: OfferUp 2024 Annual Report

The Market Has Changed, But Returns Infrastructure Has Nòt

Without intelligence and flexibility, value is lost at every step.



Returns Volume Rising

+30% returns vs pre-2020

Recommerce Demand Accelerating

Growing 5x faster than retail

Returns Infrastructure

Manual, static processes

Value Lost at every step

No repair intelligence or routing

Without intelligence and flexibility, value is lost at every step.

nok
RECOMMERCE

The Entire Reverse Supply Chain In a Box

One platform. Complete visibility. Maximum recovery.

Advanced Reporting & Intelligence.
Data-driven insights for strategic decision-making.

Scalable Physical Infrastructure.
End-to-end logistics, processing, and refurbishment.

Strategic Resale Distribution.
Maximizing recovery value across multi-channel networks.

nok Solution

See what you're missing with end-to-end visibility and drive value through **nok's** recommerce engine

Returns Come In

- All channeis
- All reasons
- All conditions

Nok Makes Sense of It

- Visibility
- Data normalization
- Fraud checks

Nok Decides the Right Path

- Resale
- Repair
- Credit
- Scrap

You Unlock New Revenue

- Higher recovery
- Lower cost
- Better customer experience

nok Intelligent Disposition

Before & After

End-to-end visibility transforms returns from cost center to profit center

WITHOUT nok

Returns are a black box. Zero visibility into what's happening

Fraud Insights	None
Recovery Rate	0%
OEM Credits	None
Post-Purchase Programs	None

WITH nok

Every return has a home. Intelligent Disposition maximizes recovery

Fraud Insights	20% of Returns
Recovery Rate	30-50% of MSRP
OEM Credits	5% COGS
Post-Purchase Programs	Trade-in & Warranty

Intelligent Disposition

AI-powered decisions on every return before it reaches the warehouse

Case Study: Multi-Facility Refurbishment

Nok coordinates Bissell's reverse supply chain across Canada

Locations

2 Nodes

Across Canada

SLA

<72 Hr

Receipt to Disposition

Volume

1,500+

Returns per Week

Integrations

10+

WMS, CX, 3P Marketplace

BISSELL®

Nok coordinates Bissell's reverse supply chain with multiple best-in-class facilities in Canada.

Managing D2C & Retail returns, refurbishment and multi-channel fulfillment.

Result

First time in Bissell history that returns are profitable

Two Brands One Platform

Same Nok platform. Different modules enabled.

FOREO

Resale Only

Operating objective

Monetize excess inventory while protecting brand equity

Channel strategy

Brand-controlled recommerce only

Nok role

Resale intelligence and pricing only

BISSELL

End-to-End Management

Operating objective

Maximize recovery across the full returns lifecycle

Channel strategy

Multi-channel recovery across North America

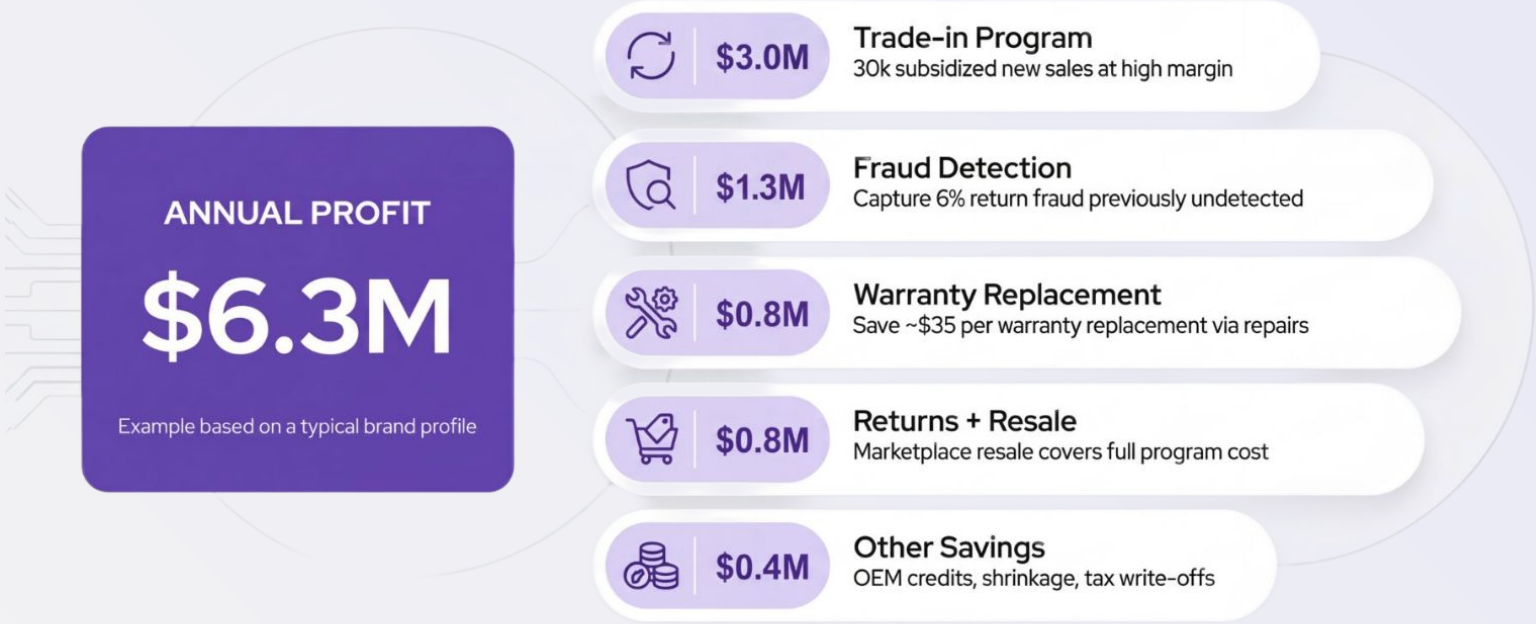
Nok role

Returns intake, routing, refurbishment, and resale

Different constraints, different operating models, one decision engine.

The New Returns P&L

Turn your cost center into a profit center



The Data Advantage

The Nok Platform gives you access to data you've never had

Tracks every returned unit:
From arrival through final disposition - providing end-to-end visibility & preventing shrink.

Categorizes defect reasons:
Detailed SKU-level analysis by defect type, retailer, and product line.

Detects retailer-driven returns & fraud:
Data analytics and alerts flag suspicious or problematic trends immediately.

Optimizes resale strategies:
SKU-level resale pricing, velocity analysis, and performance optimization.

Brand-First Channel Strategy

Every product lands in the venue that protects your brand and maximizes recovery

Maximize Recovery Channels
(combining Branded D2C & Marketplaces)

Route to Branded D2C storefronts and curated Marketplaces like Amazon Renewed and eBay.

Warranty Replacement

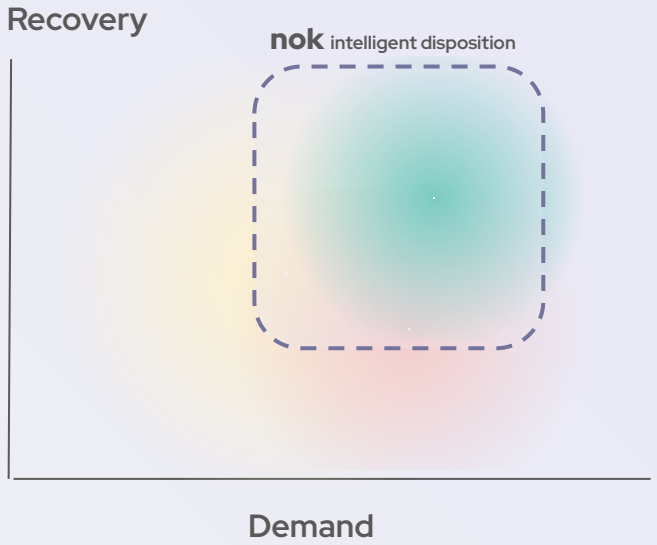
Utilize refurbished units for warranty fulfillment, generating significant cost savings.

Volume & Velocity Channels
(combining Off-Price Retail & Bulk Resale)

Leverage Off-Price Retailers and Bulk Resale liquidation channels for remaining inventory.

Donation & Recycle

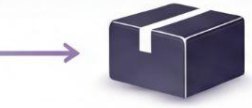
Ensure sustainable disposal and realize Tax Benefits through donation programs.



Dynamic Routing That Maximizes Recovery

Real Time Signals Evaluated

- Condition and defect severity
- Repair cost and parts availability
- Live resale demand by channel
- Brand and channel constraints
- Warranty eligibility



Single Returned Unit

Branded recornmerce
Brand-controlled resale experiences

Marketplaces and off price
Broad distribution when brand rules allow

Refurbishment and repair
Restored and resold at highest possible value

Warranty replacement
Eligible units **resolved** through warranty flows

Recycling or parts harvesting
End of life value recovery

Relative Recovery

Higher Recovery

Lower Recovery

Each unit is routed to its highest value outcome based on live data, not static rules.

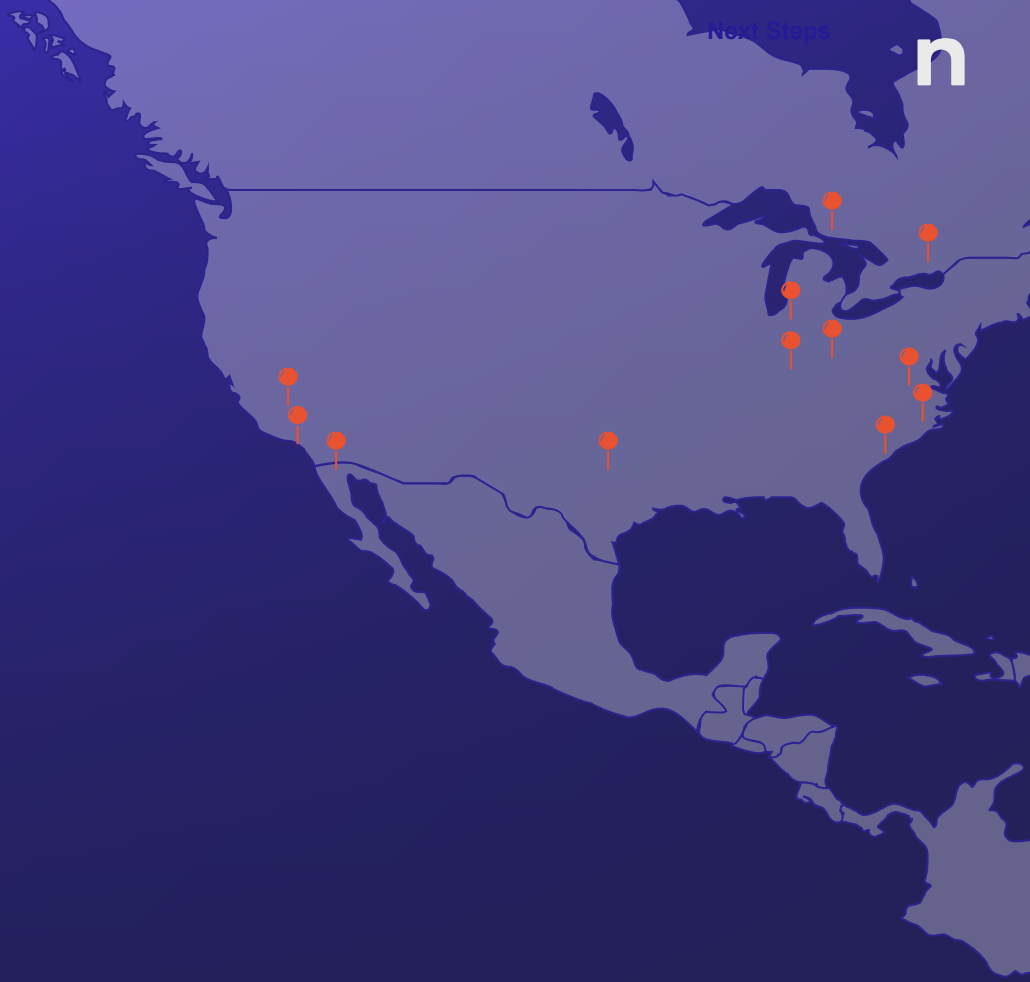
Physical Infrastructure

What a Nok integrations looks like

Location: West Chester, OH
Facility(s): 300k+ sq ft

- **Executive alignment:** direct lines to CEO/CTO + weekly exec review
- **Embedded team: 2 Nok FTE on-site** + **3 site managers**; Nok sets weekly capacity plan
- **SOPs & build:** brand approved refurbishment workflows; **200+ hours** custom dev/integrations
- **System control:** Nok **RMS** live (serial chain-of-custody, dashboards, APIs)

Nok's 3PL Network reduces costs and eliminates unauthorized resellers



Optimize return freight costs

3PL Partners across North America

Real-time visibility **powered by Nok RMS**

Your Recommerce Strategy

Tailored to your goals – profit, customer acquisition, or lifetime value

Profit

- Branded DTC
- Online 3P Marketplace
- Off-price Retailers
- AI-Driven Disposition

Acquisition

- Trade-in Program
- Omni-channel distribution
- Mass-market entry
- Subscription Program

Lifetime Value

- Warranty Optimization
- Upgrade Program
- CX Touch-points

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