

E-COMMERCE RETURNS: WHAT CONSUMERS EXPECT

Did you know that 30% of Canadian online shoppers made a return in the last year?

With more Canadians shopping online, expectations continue to rise for an elevated experience across the purchase journey – and returns aren't exempt from this reality. Increasingly, shoppers expect a returns experience that is ideal. How do you measure up?

Consumers want



clarity about the returns policy – right up front,



simplicity spelled out in the policy – a few easy steps to make a return,



convenience when it comes to their actual experience of making a return.

THE TRUE COST OF RETURNS



15%

PRE-PURCHASE

of shoppers said they made a point of viewing the returns policy before making their most recent online purchase.



1/3

POST-PURCHASE

of Canadian shoppers said they would be unwilling to make a purchase from the same merchant again after having a negative returns experience.



More than 8 in 10 shoppers say they **want free returns shipping**.

But...

30%

said they are willing to pay for returning items if the shipping cost **is reasonable**.

Many of the gaps between what shoppers expect and what merchants offer can be overcome by redesigning returns policies and practices. Though in some situations, shoppers believe the merchant should bear the shipping cost – in other scenarios, they are willing to share the expense.

By doubling down on returns, merchants set their businesses up for conversion rates, less strain on their customer service networks and an improved customer experience, driving loyalty.

To learn more about how to turn your returns strategy into a competitive advantage, talk to a Canada Post e-commerce expert at canadapost.ca/returnscontact.

Get in Touch

canadapost.ca/returnscontact