

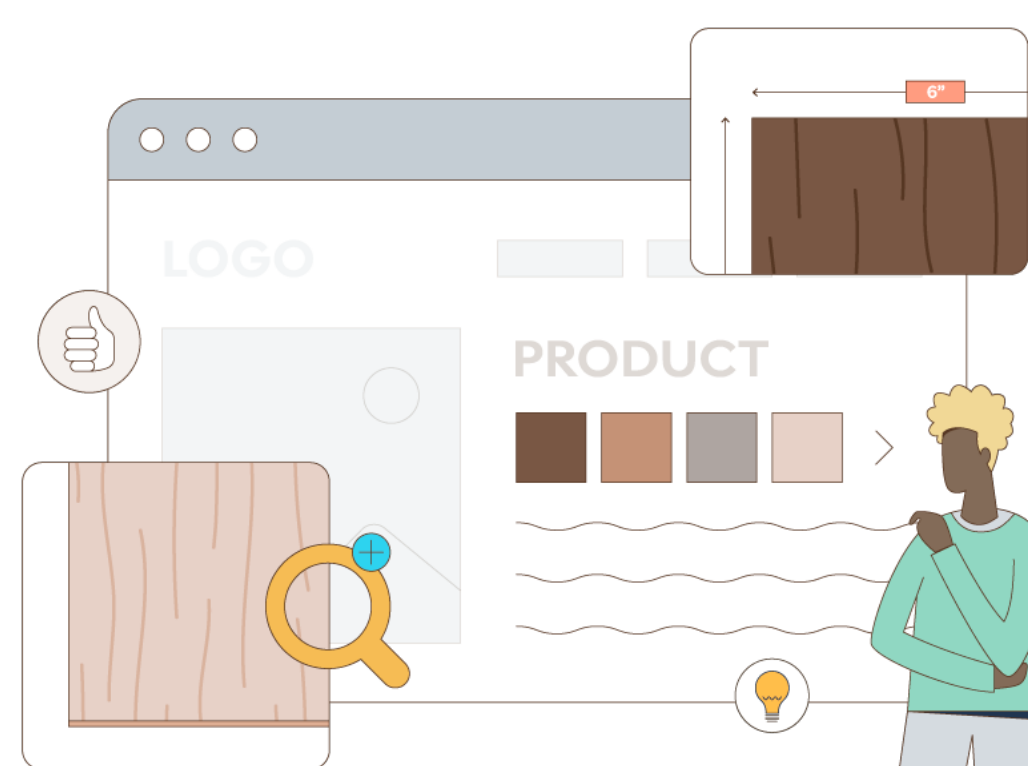
How to reduce product returns

U.S. retailers lost \$816 billion in sales due to product returns in 2022, and home improvement businesses were among the most affected.¹ Follow these steps to reduce product returns and help customers find their perfect match.



Perfect your product pages

If your product isn't exactly what the customer was expecting, you'll be susceptible to a return. So, it's absolutely vital that you provide accurate information on your product detail pages (PDPs), including detailed measurements and high-resolution images with a sufficient level of zoom. The number one reason for returns? Issues related to sizing and colour.² Getting your PDPs right will help eliminate a lot of those issues.



Provide samples

If customers can inspect the colour, texture, design, and feel of your products, it's more likely they'll find their perfect match – eliminating the need for a return. Roomvo Sites makes it easier for shoppers to order samples, with the option to place an "Order Sample" CTA on the product page. In addition, Roomvo offers 3D Virtual Samples, which allow customers to zoom in on your products in different lighting conditions – almost as if they were physical in hand.



Encourage room visualization

With samples, customers have to try to imagine what their whole space will look like based on a 12" x 12" item. With Roomvo's industry-leading room visualizer, they can see the whole picture. Roomvo expertly detects the different surfaces in a customer's original photo, whether it's floor, wall, and/or countertop, resulting in smoother edges and lifelike detail when your products are visualized. The result? More confident purchasing decisions — and fewer returns.



Offer free consultations

People don't undergo home improvement projects every day. It can be easy to choose the wrong product, and this can lead to more returns. By offering free consultations, by phone, video call, or even email, you can connect your customers with an expert to help them find the product that best serves their individual needs.



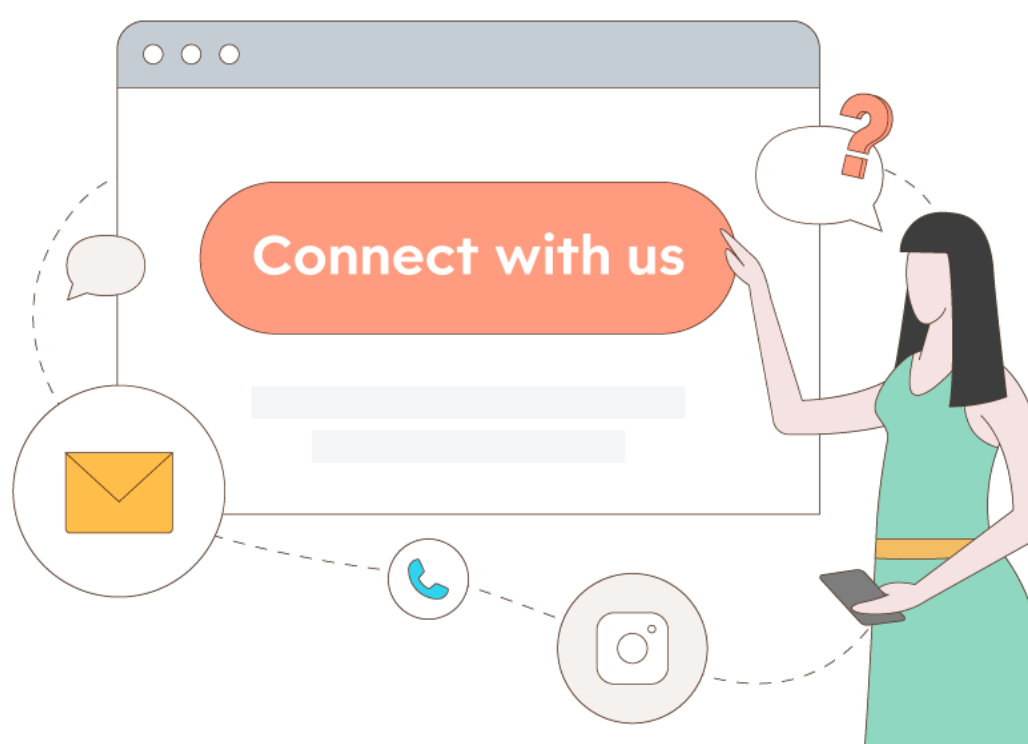
Package your products properly

"In-transit product damage" has become one of the primary drivers for returns in 2023, often due to exposure to the elements, cheap packaging materials, too much empty space, and improper handling.³ With home decor and improvement products, even the smallest crack or crinkle can ruin a customer's desired aesthetic and lead to a return. So, it's important to flag these issues in your fulfillment process and ensure your products arrive as they should.



Deliver exceptional customer service

In some cases, you might actually be able to rescue a return by being available to troubleshoot whatever issue the customer is having with your product. Whether it's live chat, social media, phone, and/or email, make sure your customers know where to reach you when they have a question. And make sure you're getting back to them in a timely manner.



Gather and analyze customer feedback

"Returns should not be viewed as a total loss," said David Johnston, vice president of asset protection and retail operations for the National Retail Federation.⁴ Instead, they should be used as an opportunity. If you can identify why your customers are initiating returns, perhaps by issuing post-return surveys and questionnaires and monitoring online reviews, you'll have a much better chance to limit them in the future.



Reduce your returns with Roomvo

Contact the Roomvo team to learn more about how our industry-leading room visualizer can protect your bottom line.

[Learn more](#)

[1] National Retail Federation [2] Narvar [3] Narvar [4] National Retail Federation