



BANISH THE BLACK FRIDAY RETURNS BLUES



44%*

OF ONLINE SHOPPERS HAVE
NEEDED TO RETURN AN ITEM
IN THE LAST THREE MONTHS

2.1 NUMBER OF ITEMS RETURNED IN THE
LAST THREE MONTHS (ON AVERAGE)



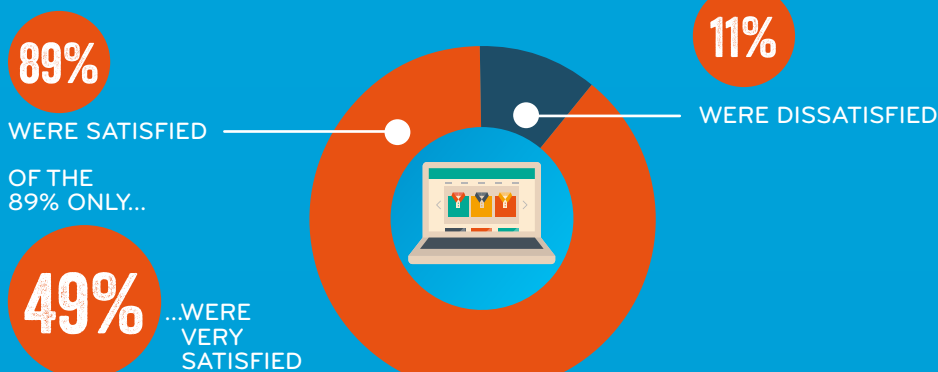
27%

POSTED THE ITEM AT THE
RETAILER'S EXPENSE

TOP 5 REASONS FOR RETURNING AN ITEM



THE RETURNS PROCESS



WHAT YOUR CUSTOMERS WANT

MAKE YOUR RETURNS...



Source: Parcel Deliveries 2014 Usage and Attitudes survey. The research included 2,000 online shoppers in the UK and 1,000 each in France and Germany

**BEAT THE BLACK FRIDAY
RETURNS BLUES, VISIT:**
WWW.HERMESWORLD.COM/EN/RETURNS