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How streamlining returns can drive speedy customer refunds
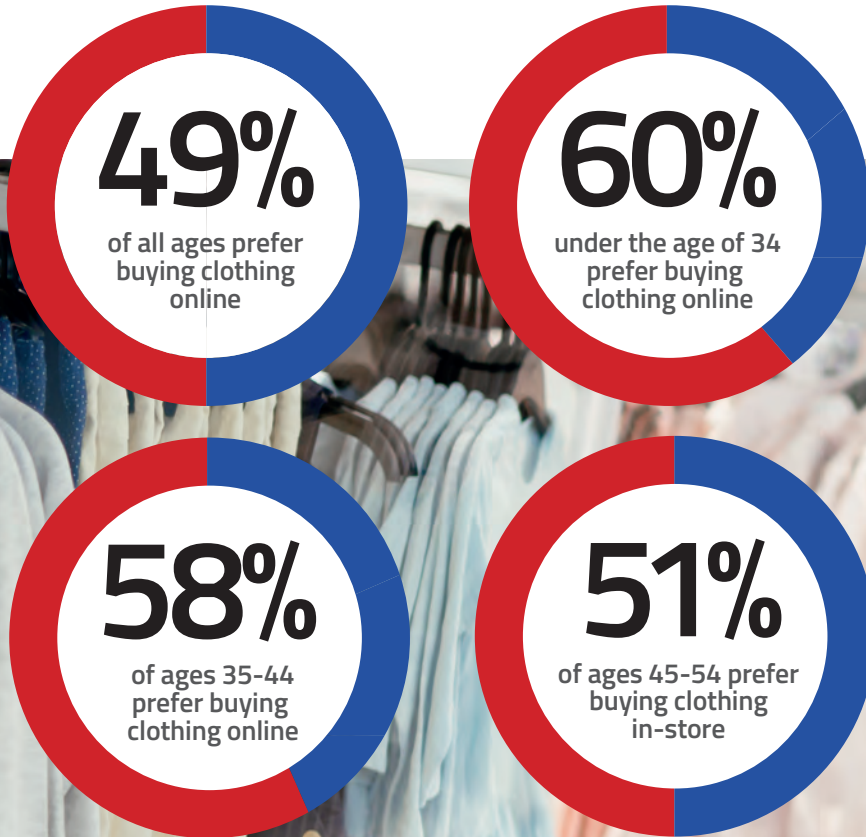to encourage respending and brand loyalty.

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ASCG works closely with forward thinking fashion retailers and brands to proactively make returns an integral part of their supply chain strategies.

We do this because consumers are shopping more and more online and returns are increasingly influencing shopper spend.

A new report from fashion-sector experts TheIndustry.Fashion shows a 'Flexible returns policy' is the top ranking factor, encouraging purchasing amongst 41% of online shoppers.*

The influence of returns is likely to become even stronger, as more consumers buy clothing online, and use their bedrooms and bathrooms as changing rooms.

* Survey of 2,000 consumers

49%
of all ages prefer buying clothing online

60%
under the age of 34 prefer buying clothing online

58%
of ages 35-44 prefer buying clothing online

51%
of ages 45-54 prefer buying clothing in-store

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63% of shoppers see being able to to try items before buying as the greatest benefit of in-store shopping.

Ecommerce customers are recreating this benefit at home and buying different clothing options, whether it's sizes, styles or colours. This is an important part of online purchasing and shopping behaviour.

Our bespoke software solution Vector has been designed to enable retailers to satisfy consumer demand for returns, both efficiently and effectively.

Vector seamlessly integrates returns into supply chains, providing the same level of stock inventory management data about items coming back into a supply chain, as those going out to consumers.

This level of rich, constantly updating data - available at the touch of a button - maximises stock availability to avoid missed sales caused by out-of-circulation products.
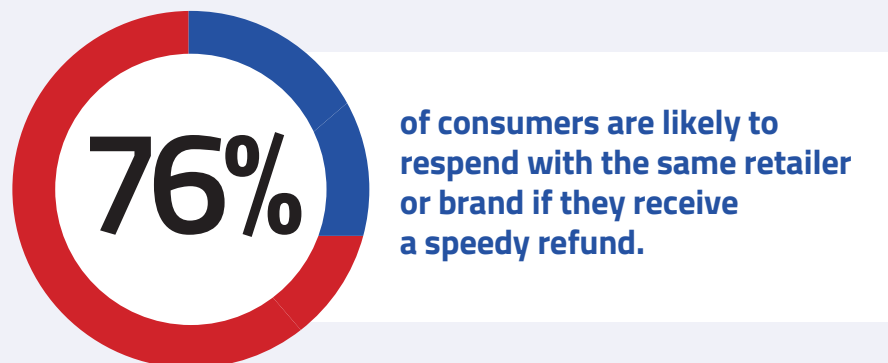
Vector

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ASCG are experts in the field of reverse logistics, successfully managing the returns operations of some of the most well-known retailers and brands. We are ReBOUND's nominated UK partner, providing Hub services for many leading brands.

We deliver a managed returns solution to ensure customer returns are inspected, processed and returned to market quickly and efficiently to reduce margin dilution.

Competitive advantages:

- Our Vector IT solution has been designed and developed to improve traditional methods of returns management to increase productivity and remove excessive associated costs.

- The speed and efficiency of our solution also satisfies consumer demand for quicker returns, encouraging shoppers to reshop with the same retailer and brand.

76% of consumers are likely to respend with the same retailer or brand if they receive a speedy refund.

60% And around 60% of consumers will wait until they get money back for returns before spending again - so it's crucial that returns are fast and efficient.

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ASCG offer a range of returns services from spot cleaning, pressing and refolding and sewing through to relabelling and repackaging, and shoe cleaning.

We can help optimise salvage and rectification to maximise margins. Currently ASCG salvage cr. 70% of B grade stock back to grade A. For any non-saleable goods, we will work with our customers to direct product through the most appropriate exit route.

"
"ASCG work in partnership with us, and development will continue after the initial brief to add new initiatives to both improve sustainability, speed and quality of returns and future proof the global returns operations."
Leading online retailer
"

For quicker returns and refunds that encourage your shoppers to respend with you, contact:

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