



Klarna.

Re-thinking Returns

Why returns, payments and more matter if you want to increase sales.

The times have changed...but has your return policy?

As e-commerce sales skyrocket, so do returns. As much as refunding merchandise can frustrate online retailers, pain-free returns have become an integral part of the customer experience.

Retailers who recognize the importance of stress-free returns and transparent refund policies gain a competitive advantage, get higher conversions, and attract more repeat customers too.

75%

of Americans say that free returns are essential to purchasing online.*



 **Happy Returns**

Happy Returns makes returning merchandise a breeze:

- Customers drop off their items at any Return Bar location
- No more printing or packaging required
- Refunds are initiated immediately

Learn more at <https://www.happyreturns.com/>

Not everyone will love their purchase, but help them love the experience.

Returns are going to happen no matter how great your products are, but your returns process can have a dramatic effect on brand loyalty.

Consumers are frustrated by multiple elements of the return process. From repackaging merchandise and paying out of pocket, to delayed refunds -- what used to be standard procedure has become a major pain point.

Brands that make the process less frustrating have a significant advantage. A smooth return policy can drive customer loyalty and repeat purchases by offering a superior level of service throughout the entire shopping journey.

77% of shoppers told us they would be unlikely to buy from an online retailer again if they had a poor experience with returns.*

Flexibility pays.

In the same way that strict return policies lead to cart abandonment, inflexible payment methods prevent customers from buying higher-priced items. Giving customers the option to buy what they want upfront and pay later can have a dramatic effect on customer satisfaction and AOV.

When customers aren't required to pay the full price upfront, they don't have to worry about receiving a refund should they choose to return it. Combined with a seamless return policy, flexible payment methods instill confidence in your customers so they can buy more and stress less.

72% of Americans would like a payment option that lets them only pay for the items they keep.*

Returners are your best customers.

Did you know that customers who regularly return goods tend to shop more frequently and spend more money? Plus, those who have a positive overall experience are more loyal. Treat these valuable customers right, and they'll keep returning for more.

Klarna lets you pay later in all kinds of ways:

- In full after 30 days
- In 4 interest-free installments
- In 6-36 month consumer finance plans

[Learn More](#)