



*Innovation in Reverse™*



“  
*We spend as much time thinking about our returned goods as we do planning for new products. Our business demands it.*  
”

*Innovations in Reverse™*



## A Familiar Story

The reverse flow of goods affects the whole of the manufacturer to retailer supply chain. Decreased shelf life of goods, dwindling customer loyalty, over abundance, liberal and increased awareness of return policies have increased return loop costs to \$100 billion a year. And when you factor customer dissatisfaction, the cost is staggering.



## An Innovative Solution

SkuTouch Solutions' mission is to increase manufacturers', distributors' and retailers' profitability through the development of end-to-end reverse logistics solutions encompassing planning, prevention, processing and asset recovery.

We do this with a vast array of products and services that ensure the proper handling of returns in the areas of:

- *Planning & Policy Implementation*
- *Pre-emptive Return Solutions*
- *Consolidation and Transportation*
- *Rapid Returns Processing*
- *Product Inspection*
- *Outsourced Returns Processing*
- *Liquidations of Damaged or Overstocked Products*

With the head office centrally located in the distribution hub of the Midwest, SkuTouch was founded with one goal in mind; to meet the returns-processing needs of independent, small to medium sized businesses. We offer innovative, end-to-end solutions that minimize the volume and maximize the value potential of returned goods.

## Proven Benefits

The cost of moving returned merchandise back into a resale position can be two to three times greater than the cost of outbound shipping of the product. Handling and disposing of smaller quantities, more frequent deliveries, and the additional time needed to return products to market all contribute to the staggering expense of returned goods. Additionally, unsold stock can lose 25 percent of its value annually if it is not sold within the appropriate season. What's the cost to your company?

## Do the Math

Return-on-investment should be the ultimate driver in any strategic decision. The management of returned goods is no different. Visit [www.SkuTouch.com/roiCalc.php](http://www.SkuTouch.com/roiCalc.php) to try our ROI calculator. Just a few minutes and some key calculations will help you see the impact for yourself. Then call us and we'll take the ROI process even further for you.

## What's Your Next Step?

Stop the trend of financial losses associated with returned goods. The only way to do that is to call SkuTouch today. Let our logistical engineers help you find a way to put Innovation in Reverse for your company.

800.711.0106   Sales@SkuTouch.com   [www.SkuTouch.com](http://www.SkuTouch.com)



***“It makes sense to work with a company that has the software solution to manage returns and can also handle distribution, fulfillment and tracking.”***

## The Real Cost of Returns

- *Each year, returned goods and other associated costs total more than \$100 billion*
- *Improperly handled returns can erode 30 percent of profits*
- *Returns involve up to 12 times the number of transactions as outbound shipments*
- *Brand loyalty can end with a negative return experience*

## **Reverse the trend with SkuTouch’s innovative technology and turn-key solutions to the complexities of returned goods.**

Imagine a marketplace where 100 percent of your delivered products are never returned. Where customers remain indefinitely loyal and your inventory assets never lose value sitting on a shelf. Unlikely in your industry? Perhaps, but now you can make dramatic improvements in returned goods management with SkuTouch Solutions’ suite of software products and integrated services.

Whether you’re a book publisher, catalog retailer, distributor or e-tailer, you understand the financial magnitude of returns. They erode your profits,

dissatisfy customers and drain resources from your company. SkuTouch understands your challenges and has proven methods for the planning, prevention and processing of returned merchandise.

## **What you don’t know won’t hurt you. But it will cost you customers.**

Second only to the CFO, our biggest fans are Chief Marketing Officers who understand the value of customer and product intelligence. Customer loyalty is most volatile when a complicated return policy or process keeps the right product and satisfaction out of the buyer’s hands. By collecting vital returned-goods data, SkuTouch can help you identify critical marketing information:

- *Geographic analysis of returned goods*
- *Reasons for return or dissatisfaction*
- *Impact of product design changes*
- *Effect of shipping and return policies*
- *Profitability and satisfaction measures*

***“As a CMO, analyzing product returns tells me a lot about our customers and our products.”***



800.711.0106    Sales@SkuTouch.com    www.SkuTouch.com



**Take the most important first step by calling SkuTouch Solutions today and learn how we can help you reverse the trend in returned-goods.**

### **One Company – A Suite of Solutions**

From end-to-end, SkuTouch is one of the few complete reverse logistics companies. Driven by our technology solutions and processing expertise, we have closed the loop on full-service by incorporating state-of-the-art return systems and services. Combining the tools that track and measure returned goods with the facilities that keep products moving is the most efficient way to manage reverse logistics.

### **Planning - Prevention - Processing - Recovery**

If you are a company delivering a high volume of products to demanding customers, then SkuTouch Solutions can help you in many ways:

- Improve customer satisfaction
- Protect your brand equity
- Return goods to the shelf quickly
- Collect marketing intelligence
- Maximize the value of disposed assets
- Increase profitability and cash flow

Software • Planning • Prevention • Processing

## Reverse the Trend

It's not just an inconvenience – it's lost sales, declining revenue and decreased company value. Whether you're a manufacturer, 3PL distribution center or retailer, you must reverse the trend in returned goods. SkuTouch Solutions has the experience, knowledge and capacity to positively impact your bottom line.



### Manufacturing

More than most, manufacturers understand the cost of returned merchandise in terms of lost revenue and customer dissatisfaction. SkuTouch's array of solutions is specifically designed to meet the needs of the manufacturing environment:

- *Planning Consulting*
- *Prevention Consulting*
- *Returns Software*
- *Returns Processing*
- *Liquidations*

Put us to the test and let us show you how our processes and software can prevent returns, increase customer satisfaction and retention—even increase profits. If you're not managing your merchandise returns with the sophistication of a SkuTouch information management system, assets are being lost.

### 3PL Distribution Centers

Accumulating returns and the need for visibility are eating away at your productivity, and in turn, profitability. Distribution centers of the past were

designed with one-way in mind: outbound delivery. Today, in-bound tracking and processing are equally important. SkuTouch understands this more than most and we can help every step of the way:



- *Provide an additional value-added service*
- *Smooth out your work cycles*
- *Help keep accurate stock levels*
- *Provide critical management information*

If your distribution facility is lacking the management and information tools that will improve your bottom line, call SkuTouch today.

### Retailers

Today's customer service environment and just-in-time mentality mean excess merchandise and returned goods can't stay in one place too long. A box in a warehouse is costing somebody money. For retailers and e-tailers, SkuTouch has the perfect combination of services and solutions to minimize the delays in processing returns. Move the goods – and make more money. Retailers who work with SkuTouch experience significant benefit:

- *Improved customer service*
- *Expedited return handling*
- *Online tracking services*
- *Product refurbishment*
- *Improved liquidations*
- *Improved cash inflows*

The retail environment is too competitive to ignore the impact of returned merchandise on customer service and the bottom line. If you don't have a returns strategy in place, contact a SkuTouch consultant to help you develop the right plan for your enterprise.