SkuTouch Solutions Parcel Return Services

Click Parcel Returns™ (CPR)
Built to Improve the Cycle of Returned Merchandise

We developed Click Parcel Returns™ (CPR) service to help you improve customer loyalty by offering a Virtual Returns Dept™—an efficient, web-based returns service. With just a few clicks of the mouse, through an extension of your own website, your customers can print their own return labels and track their returns. This convenient returns experience directly improves your customers' satisfaction and loyalty to your brand, while simultaneously saving costs.

In partnership with small parcel carriers, including the United States Postal Service (USPS), CPR completes that "last mile" from consumer to end destination in returned merchandise services, giving you control over how and where you receive your returned/recycled goods.


For your customers, a simple, yet effective process
CPR was developed for forward thinking merchandisers to eliminate returns complexity while providing value at each touch point. CPR focuses on customer satisfaction by providing an efficient merchandise return experience that facilitates timely replacements or refunds.

At the base level of our Virtual Returns Dept™ the returning client is led through a simple web based 1-2-3 step process to produce and print a return(s) shipping label. Alternately, this label may be pre-generated and accompany all outgoing orders.

For the merchant, one-stop performance
SkuTouch's CPR offers merchants the one-stop customer service solution for varying return situations. Choose your service level by mixing and matching the interchangeable service options at either the company or product level. Additional value-added services such as inspection, condition sorting, consolidations, refurbishments, re-fulfilling services, information analysis and reporting, among others, will offer a complete process for your forward thinking customer and cost-centric organization.
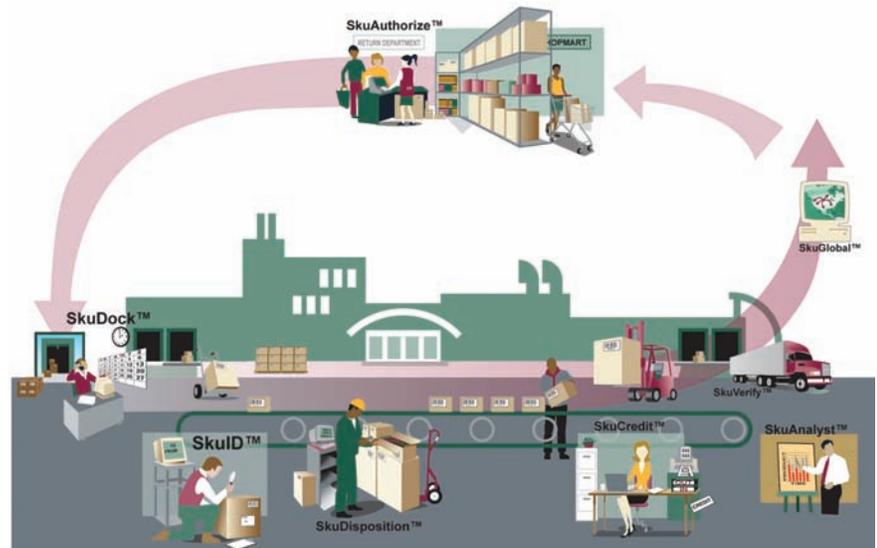
Return Material Authorization Options

Call Center

Sometimes you need a hands-on approach, where your customers call your customer service department to initiate a return. Your service representative assures policy compliance and then initiates a return label email through a direct interface or web portal to the SkuTouch return label generation and tracking system.

Virtual Returns Dept™

After providing SkuTouch with your return policy parameters, you direct your customer to your branded return site hosted by SkuTouch. Once the customer passes all returns policy parameters they are provided options to generate their own return labels online or through an email process.

Merchant Directed

If your company already performs policy enforcement through, for example, web-based interfaces, or if the types of returns you handle warrant it, you may require no additional policy enforcement. In such cases, a redirect from your site to a branded return site hosted by SkuTouch will facilitate the generation of an appropriate shipping label and start the return tracking process.

You choose the service level that is right for your company – whether it is large, medium or small.

Inbound Payment Options

Merchant Paid

SkuTouch facilitates the generation of prepaid shipping labels and provides carrier billing reconciliation reports for the merchant to approve and make payment for those shipping services.

Partial Paid

SkuTouch facilitates the generation of prepaid shipping and provides carrier billing reconciliation reports for the merchant to approve and make payment for those shipping services. Additionally, the merchant is provided with an amount that should be deducted or charged back to the customer for their portion of the shipment charges.

Consumer Paid

SkuTouch generates a return tracking label for the shipper to return via a self-selected carrier.

Notification Options

Online Status

Through the merchant's site, a return shipper can receive online status notifications for their return. This option requires upfront systems interfacing on behalf of the merchant.

Email Status

A return shipper can send email to a specified address and receive a confirmation reply email detailing the current status of a return.

Call Center

A SkuTouch associate can directly inform a returning consumer of material receipt. Additionally, through a SkuTouch hosted web portal, a merchant's service representative can have access to returns status information to help ensure consumer satisfaction.

SkuTouch package return services inject the entire returns process with efficiency, ease, value, and information—for both you and your customer

A satisfactory return experience really does improve customer loyalty. Studies show a strong correlation between the time it takes customers to prepare a return and their satisfaction with the process. Those retailers who recognize that returns can be a competitive advantage are offering free returns, pre-printed return labels, and online RMAs. They are also collecting valuable data from customers during the returns process—and putting this data to work improving products, services, and customer relationships.

- *Timeliness* – Depending upon shipment method, Packages are scanned within 24 to 48 hours after they leave your customer's hands. Your timely service improves customer loyalty while at the same time offers marketing opportunities to further improve on your brand awareness. Furthermore, early collection of information regarding the return may prevent additional costs associated with returns of similar items due to quality issues etc.

- *Quality* – Conditional inspection and sorting of returned merchandise improves the process for you by returning materials quickly back to a resell position or diversion to refurbishment / destruction. Return conditions can be transmitted back to the consumer by SkuTouch as an independent agent in the sales process.

- *Reduced Cost* – Reduce incurred unit costs by achieving rapid returned product resolution – redistribution, refurbishment or destruction. Achieve better control of your actual stock levels by accounting for materials in the return loop on a current basis, thus preventing over-manufacturing and stocking.

We let you configure our services based on your seasonal returns volume

Innovation in Reverse™

Program Highlights
Learn More About SkuTouch's Suite of Returns Solutions

Whether your company is large or small, SkuTouch Solutions offers package return services that combine the power of a national network of pickup and processing sites with integrated software solutions.

Inbound Shipment
We offer an established and extensive network of pickup and processing sites throughout the lower 48 states and canada

Using the convenience of your small parcel shipping agent or USPS's many drop locations, our network solution provides strategic coast-to-coast consolidation of your returns.

- SkuTouch arranges local scheduled retrievals at the consolidation points and provides the merchant with an electronic confirmation upon receipt of consumer packages.
- This efficient network eliminates unnecessary freight charges by taking advantage of multiple remote return, inspection, refurbishment and consolidation centers.
- Small Parcel "inbound" freight discount sharing program.

Product RMA/Receiving
Keep your customers satisfied with our simple and convenient process using SkuTouch's Click Parcel Returns™

- Full or partial integration into your web site that are branded to your specifications
- Choose the option to add an intelligent barcode label to all outgoing orders, or allow your customers to easily print return shipping labels
- Confirm parcel receipt and provide your customer visible status of the return on your web site
- Turn returns into an opportunity for additional branding and client communication
- Make bottom-line improvements to the cost of returns

SkuTouch's returns processing software handles returns data with efficiency

- Provide fast Customer Return Authorization via an online record check against the merchant purchase order
- Return validity dates, merchandise origination, product condition and quantity can all be checked and validated through the inspection process.

SkuDisposition™

Product Inspection/Sorting

Save costs, even recapture value from returns, with product sorting and staging services

- SkuTouch can inspect material throughout the national network. We inspect and take next steps based on a variety of client-defined parameters – visual, functional etc.
- We can handle desired next steps like re-fulfillment, refurbishment, etc. based on your parameters
- SkuTouch captures and reports inspection results so you have important data on which to base further system optimization

SkuAnalyst™

Value-added services – refurbs, reporting, etc.

SkuTouch can handle desired next steps like re-fulfillment, refurbishment, etc. based on your parameters and findings from the inspection process.

- SkuTouch is able to provide "dead-ending," or destruction of materials throughout the returns network – saving unnecessary costs, transportation
- Ask us about light re-manufacturing/refurbishing/restocking options
- Through the collection and analysis of returned merchandise information, you can prevent future returns by addressing issues of quality, labeling, or shipping.
- We analyze your returns data and strategic goals to optimize our system and our network to your company's unique needs

SkuDock™

Consolidation/Outbound Shipment

- The sorted and consolidated materials are shipped to your designated location(s) according to your predefined quality conditions
- We have competitive LTL & FTL "outbound" freight discount sharing program agreements with the major parcel carriers.

Contact SkuTouch today to better understand how we can offer value to your current returns program, or create a new program to meet your challenges.

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