

CASE STUDY



ASHLEY STEWART



Follow the Policy Rules to Profitability

Be careful about the impact that inconsistent adherence to store return policies can have on return rates and the bottom line. By educating store associates and focusing on policy, Ashley Stewart was able to implement a profound and sustainable impact on the bottom line.

ASHLEY  STEWART

BACKGROUND

Ashley Stewart is an American plus size women's clothing company and lifestyle brand that was founded in 1991. Ashley Stewart has strong brand loyalty as customers consider them the first word in fashion for sizes 10-36.

SITUATION

Utilizing the Returnalyze insights generation engine, identified two major correctable retail problems in that customers were not adhering to the 30-day return policy and store associates were accepting returns on final markdown items, resulting in a high volume of avoidable returns.



STRATEGY

The client quickly took corrective action and Ashley performed policy training in all of the stores, with their associates. As a result, they immediately started holding store associates accountable for policy adherence. This had a significant impact on customer behaviors and returns performance.

RESULTS

By drilling deeply into the returns data utilizing the Returnalyze dashboard, educating store associates and making the necessary store policy changes, Ashley Stewart was able to see a 50% reduction in items returned outside of the 30 day policy, as a result. By curtailing the returns of final markdowns in brick and mortar, Ashley was able to reduce returns by 20% as well.

"Returnalyze was able to identify specific opportunities using their dashboard. I am very pleased with the progress we are continuing to make and its material impact on the bottom line."

SUSAN REIMAN | VP, FIELD & OPERATIONS



Contact Us if you are interested in learning more about taking control of your returns

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