

## **Why returns management is more important to e-commerce than ever**

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Why would any businesses spend time worrying about their return policies? After all, shouldn't the real focus be on preventing returns in the first place? Yes and no. Of course companies ought to provide the best products and services they can if they wish to retain customers, but well-oiled return management processes have the power to equally exceed customer expectations and create brand loyalty. In fact, returns should be chief among the customer service offerings, especially when it comes to e-commerce.

Source: <https://landmarkglobal.com/trends-insights/returns-management-important-e-commerce-ever/>