

# Return Merchandise Business Process

## 1 Identify Outcomes

- Refund to customer
- Exchange
- Exchange with restock
- Credit to customer
- Reship corrected product
- Repair product

One possible outcome is that the company may deny the return request (for example, if the customer has abused the product or did not buy it from the store)

- Deny request
- Substitute another product

In this case, a box arrives without identification. Note that a business may want to think through the process of handling unidentified boxes that turn up on the receiving dock.

- Unidentified return

If the return was due to a misunderstanding of marketing material, it may need to be revised.

- Revision to marketing material

## 2 Identify people

- Sales rep. or CSR (customer service rep)
- supervisor (if needed)
- Receiving

If a replacement is ordered or return to vendor is needed

- Purchasing department
- Returns department

If a replacement needs to be sent

- Shipping department

For credit or adjustment

- Billing

## 3 Paperwork

- May be physical paperwork
- Define sign offs (approvals)
- Determine system support

## 4 Workflow

- Rules for processing
- How to handle exceptions
- Data to collect
- Which outcomes are appropriate
- When to escalate to a supervisor

## 5 Bottlenecks

- Continuous improvement of process
- "never done"
- Look for places in the process that are bottlenecks