



turnr

Be sustainable, not blamable.

Case Study - Converting Returns

**56 % converted
returns &
24.450,3 saved
kilometers in
Stockholm**

Turnr has converted 56% of all returns from customers living in Stockholm. The figures are calculated together with our pilot merchant. Turnr matches sold-out items with returns in Turnrs system. When a match is found, Turnr emails the merchant's customer base to convert the email into a purchase. Once the customer has completed the purchase, Turnr redirects the return to the new customer.

Saved kilometers



Turnr has saved 24.450,3 kilometers for one merchant in one week by returns made in Stockholm. This has a substantial environmental impact and makes returns more sustainable. Our pilot merchant and end customers love our solution and the fact that they can make a difference without lowering the experience and quality they are used to receiving.

Return management



Turnr has saved an average of four weeks of return management time. It's possible because Turnr can redirect returns to new customers instead of sending them to a warehouse or 3PL center. By redirecting returns to new customers, merchants can eliminate the entire return management cost and at the same time save between 150-250 SEK per return.

Satisfied customers



Turnr has a 100% satisfied customer rate from customers buying returns. Our end customers love our solution and the aspect of doing good for the environment and themselves. The customer's satisfaction confirms by the quality checks we done by random packages to verify the quality of the sent return. The response from customers has been overwhelming.

Turnr has been handling returns for two weeks, meaning that our product is still in a very early stage. The figures can and may change in both ways, but so far, we have proven that Turnrs solution has beaten all expectations, and we are looking forward to rolling out our service for the rest of Sweden. In stage two, we will integrate Turnr in the merchant's checkout. Once the customer has placed an item and continued to the checkout Turnr will cross-check if the specific item is in Turnrs return system. If so we will offer the customer to buy the return for a 20% discount.

It's sustainable, converts purchases, and saves money for the customer and merchant.