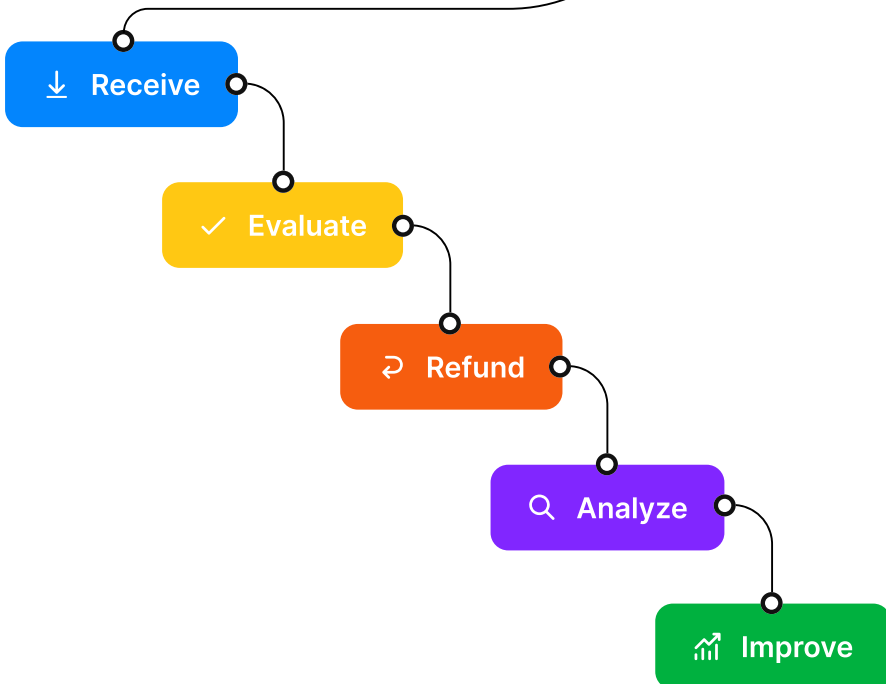


# How to automate your returns and warranty claims handling.

Learn what to improve



Who is this guide for?

# The problem with manual returns and claims handling

For almost every business where a product ends up in the hands of a consumer, returns and warranty claims are a challenge.

But the type of problem depends on your industry.

Fashion & Clothing brands struggle with high return rates - and focus on keeping revenue by offering exchanges.

This guide isn't for them.

## **It's for everyone else - the companies dealing with:**

- Long resolution times
- Complicated logistics
- Manual work across customer service, operations, and suppliers

We'll walk through 4 key steps in the returns journey - and how you can automate and improve every one of them.

# How to automate each step

First step:

# Receiving the return



Receive



# Receiving the return or claim

How you receive your returns and warranty claims is often the most important part of the journey. The information you collect here needs to be accurate - it's what everything else depends on.

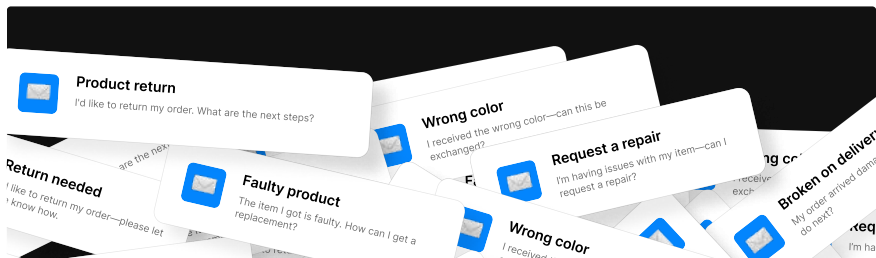
**Let's look at a few ways to collect that information.**

## Email

The most common (and messiest) method.

- Customers write in with their issue
- CS agents manually read, reply, and track everything
- Zero structure, high risk of missed information

Biggest issue with email is that customers will often miss crucial data in their first email. Customer service agents then need to reply, often multiple times to receive the right information.



# Forms (Typeform, Google Form)

If you want to move beyond email, a custom-built form on your website can be a good next step. It gives you more structure and ensures you collect the right information up front.

## **Why it is better than email:**

- Collect the right data, upfront
- Less back-and-forths between you and customers
- Easily send form submissions to spreadsheet

## **Problems with forms used for returns and claims**

- No automatic way to track warranty status
- No way to validate data
- Not integrated with your systems

Forms help you collect the right information. But they don't help you decide what to do with it. Someone still has to review, validate, and respond manually - which slows everything down.

# Self-Service Return Portal

To take it a step further and start automating how you receive claims and returns, a return portal is the way to go.

With a return portal, you control the flow, collect exactly the information you need, and cut down on all manual work.

You can build this kind of portal directly in Claimlane.

## Why it is better than email and forms:

- Collect all the right data, upfront
- No back-and-forths between you and customers
- Automatically transfer data

How can we help you?

Create a Complaint

Return Product

Shipping Damage

Product or a part is missing

Wrong Products Received

Other

Upload a picture of the fault

Please select the part following the instructions below

Select damaged part - table \*

Selector

Quantity\*

Selector

Second step:

## Evaluating the return



Evaluate



# Evaluating the return

Once you've received a return or warranty claim, it's time to evaluate it. This usually means a customer service agent reviews the information submitted by the customer and decides if they're eligible.

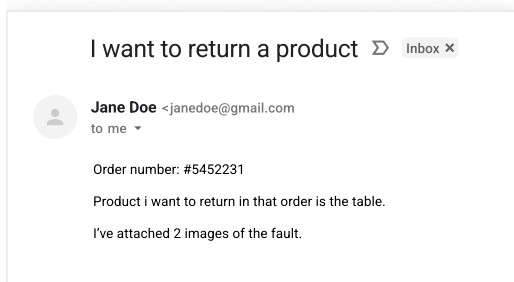
**Let's look at a few ways to handle this step.**

## Manual evaluation

When receiving a return or claim, it is often filled with missing or wrong information, due to human errors. This makes it hard and timely to evaluate them.

Often you get:

- Missing information such as images
- Wrong order numbers
- Missing replies from customers



# Automated evaluation

If you're using a return portal, you get everything you need upfront - no more chasing customers for photos, receipts, or order numbers.



Your portal should also connect with your ecommerce system, so it can automatically check for a valid order number.

Most companies don't go fully automated though. A customer service agent usually makes the final call to approve or deny the request.

Benefits of automating the evaluation step:

- Cut time spent on returns and warranty claims by up to 80%
- Fewer mistakes
- A faster, smoother experience for your customers

Product 1 – Used product



**Description**  
The legs has a scratch on the left front leg

**Product data**

Quantity	Item Number	Item name	Serial
1	L239135	LMMP -2032	3882719924

**Internal tags**

Issue type	Issue
Damaged in shipping	Scratched, chipped

Accept

Forward to supplier

Decline

Third step:

## Actions

↶ Refund

The diagram features a thick orange rounded rectangle with the text '↶ Refund' in white. A black line starts from a small white circle at the bottom center of the rectangle, extends downwards, and then turns right to connect to another small white circle on the right side of the rectangle. From this second circle, a black line extends horizontally to the right and then curves upwards and to the left, ending at the top edge of the page.

# Actions

Once the return or warranty claim is accepted, it's time for your customer service team to take action.

Depending on the product and situation, the action can vary:

- Refund
- Return
- Discount
- Exchange
- Send a missing part
- Send a new product
- Request a repair

With so many possible outcomes, it's key to automate as much as possible. The more actions you automate, the more efficient your customer service team becomes - without sacrificing the customer experience.

## **Benefits of automating actions:**

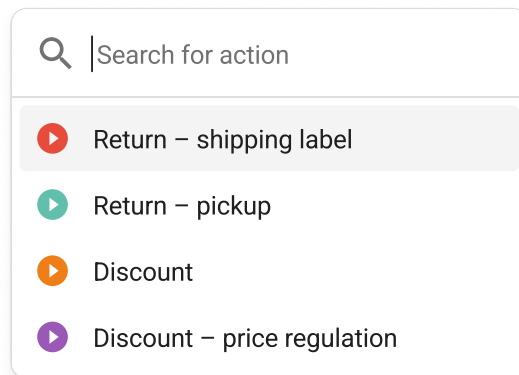
- Faster resolutions
- Less manual work for your team
- Happier customers who get what they need, quicker

# How to automate actions

Most actions can be automated when you have a dedicated warranty claims and returns platform.

A platform like Claimlane connects with your ecommerce, ERP, and other systems - so your customer service team can handle everything with a single click.

No more jumping between tools or copying data from one place to another.



Claimlane enables customer service agents to take actions, directly from the platform



🔍 **Analyze**

Fourth step:

**Analyze**

# Return and claim analytics

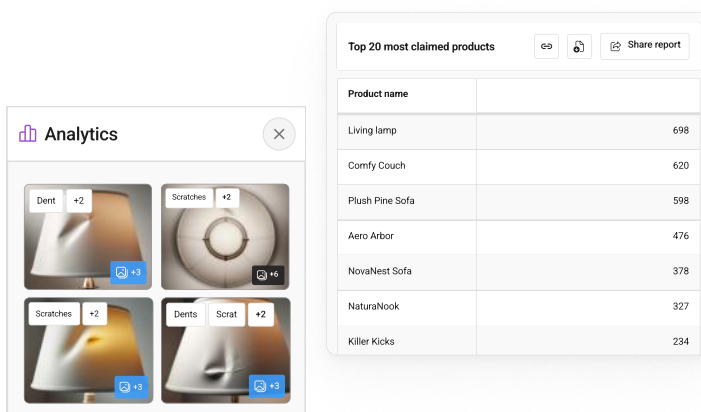
While automations help you spend less time on returns and warranty claims, they don't fix the root cause.

If you want to reduce how often products come back, you need to understand why they're being returned in the first place.

## What should I be able to analyze?

Your return analytics should give you a full overview of the data collected in [Step 1: Receiving](#).

You should be able to dig into things like your most returned products, common return reasons, seasonality, product images, and more. This gives you the insights you need to understand what's going wrong and start fixing it at the source.



Fifth step:

**Improve**



**Improve**



# Want to improve your returns and claims handling?

Claimlane is a dedicated Warranty Claim and Returns Platform, that helps retailers and suppliers spend less time on their claims and returns.

We enable you to collect all the right data upfront, so you can easily handle and resolve your returns and claims.

If you want to know more, book a demo at [www.claimlane.com](http://www.claimlane.com)

