



# Post-Return Experience Research and Analysis

Prepared for: Amazon

Date: May 13, 2022

Prepared by: Pailyn Schroeder, UX Designer

Email: [pschroeder@uptopcorp.com](mailto:pschroeder@uptopcorp.com)

Address: 255 S King St, Suite 800, 98104

Account Contact: Sr. Director of Business Development



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# Problem and Solution



## PROBLEM

The current return experience is fragmented, devoid of information hierarchy, does not prioritize the needs of the customer and is not accessible from a central location. This results in **35MM worldwide customer contacts** (calls, chat, email, etc.) **annually, costing \$3 per return on average (U.S.)**

## SOLUTION

The new, **centralized** return experience allows customers to **view, track, or manage** the status of their return(s) in a **streamlined** and **frictionless experience** using key visuals and dynamic content.



# Customer Support Contacts

\* Data from Amazon website survey - Current Experience

## 12+

Reasons customers contact Amazon for support when making a return

- Refund status
- Return and refund issues
- Return delayed
- Request mailing labels
- How to return
- Return is not delayed
- Delayed in-transit
- Incorrect refund
- Return shipping refund
- Restocking fee refund
- Refund processing delayed by bank
- Other issues

## 4+

Different states of return

- Pre-dropoff
- Post drop-off
- Post refund
- Others



# Customer Support Contacts

\* Data from Amazon website survey - Current Experience

34%

Contacted customer support about **refund status**

31%

Contacted customer support about **issues with the return process as a whole**

12%

Contacted customer support about **return processing delayed by fulfillment center**

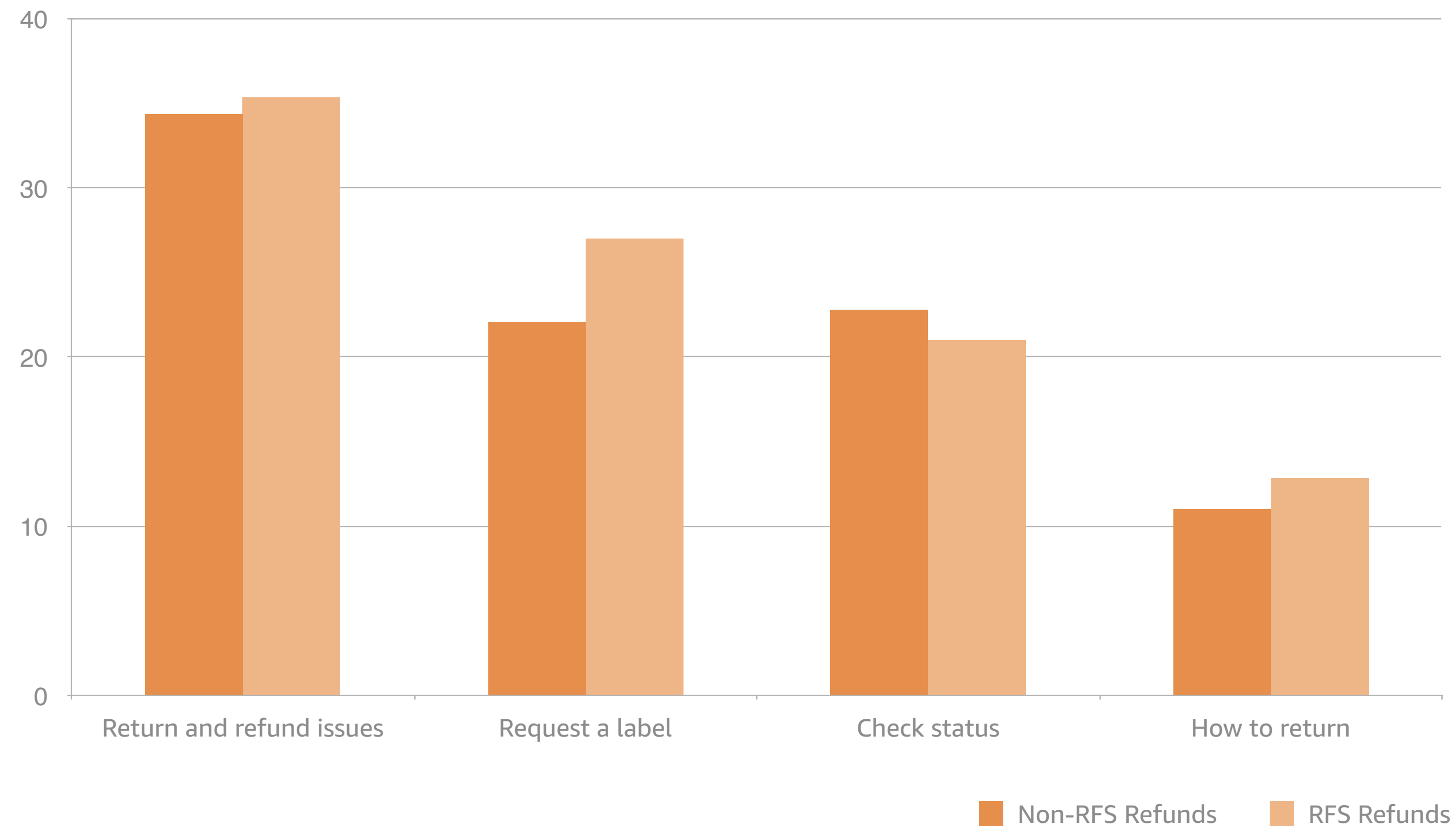


# Customer Support Contacts

Pre-dropoff breakdown

**27%**

Contacted customer support pre-drop off



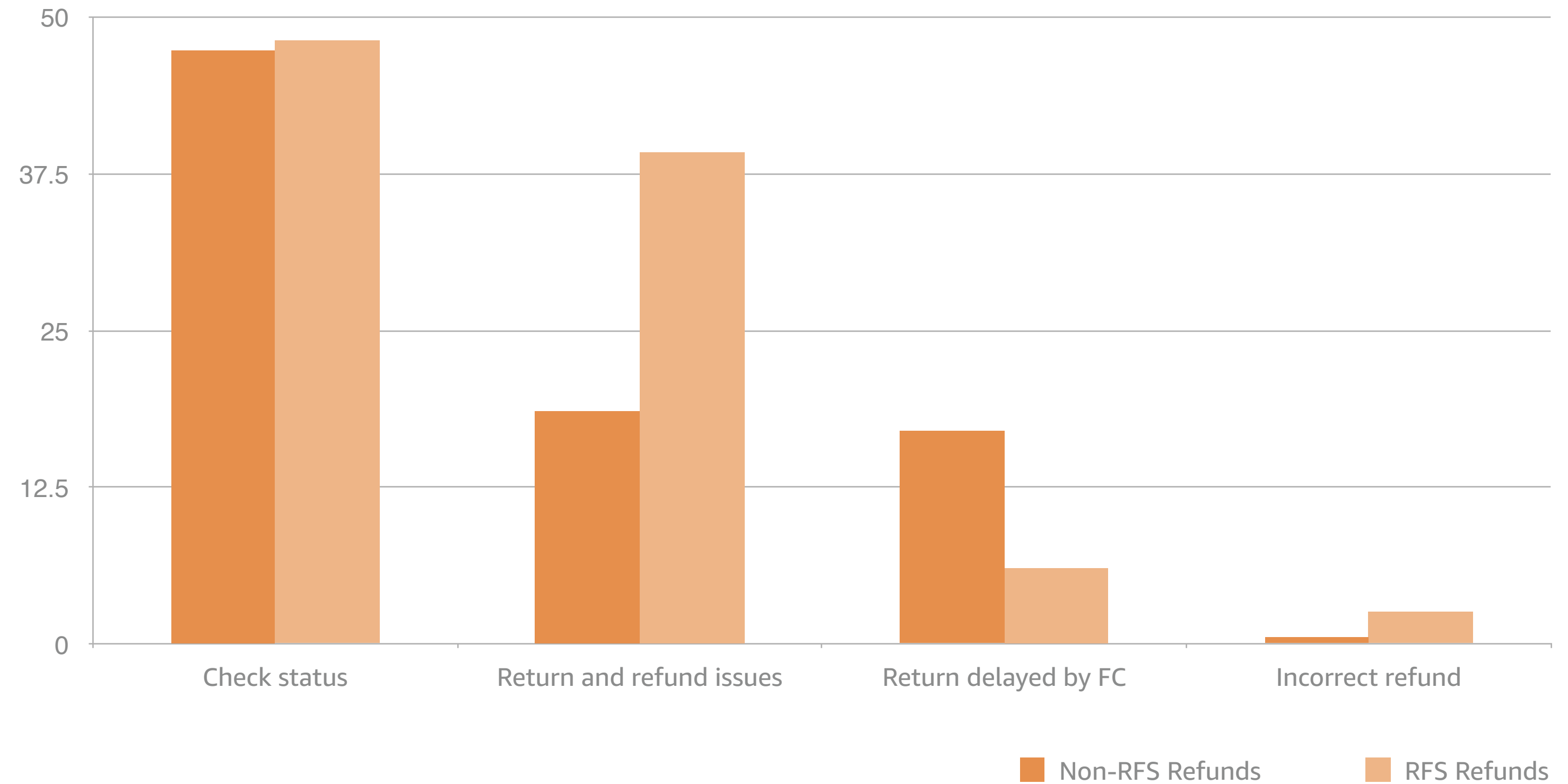


# Customer Support Contacts

Post-dropoff breakdown within 7 days

# 28%

Contacted customer support post-drop off within 7 days





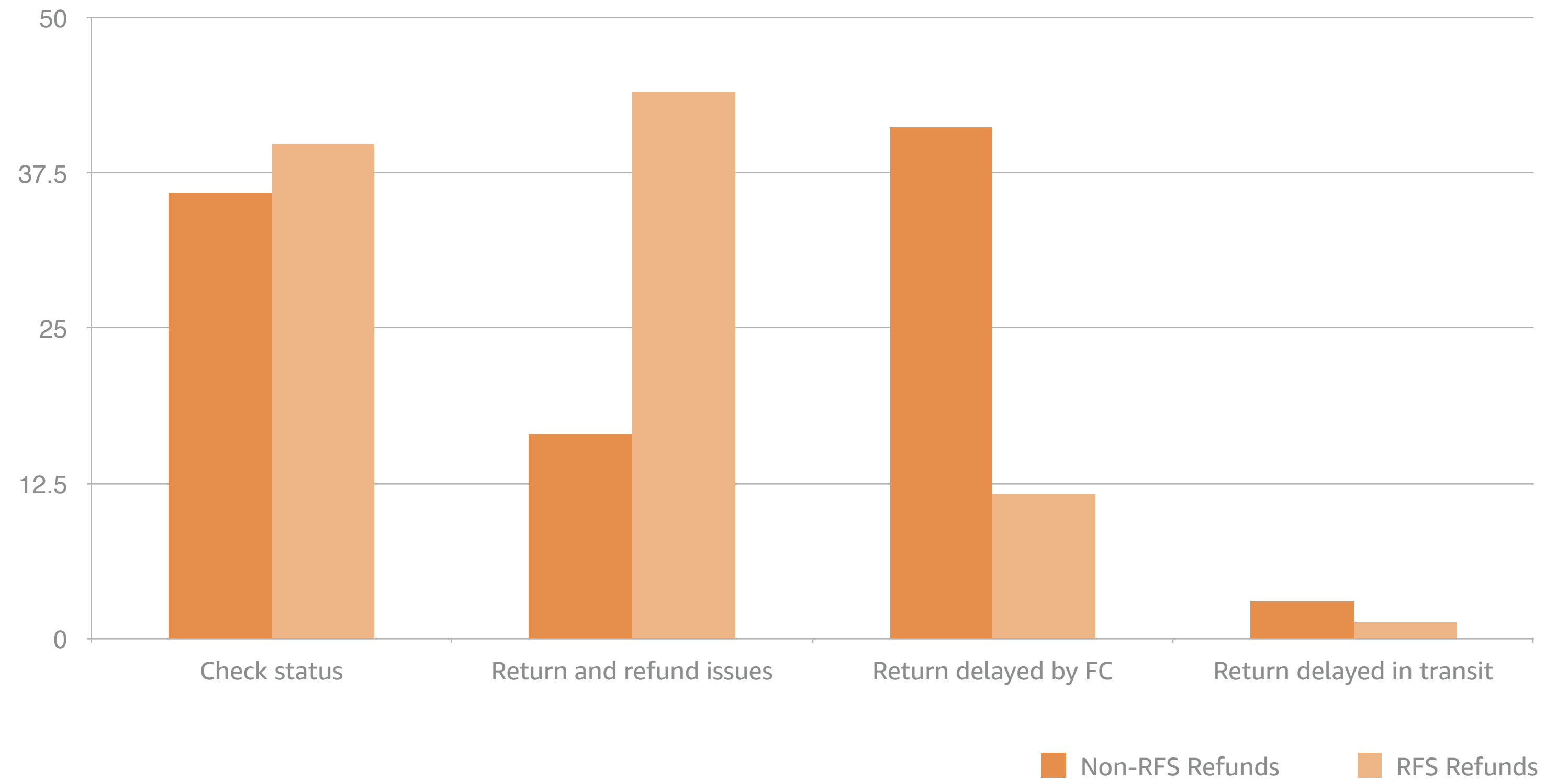


# Customer Support Contacts

Post-dropoff breakdown beyond 14 days

# 24%

Contacted customer support post-dropoff beyond 14 days





# Study Overview



# Approach and Goals

In order to validate the new designs, we wanted to gain insights from Amazon customers by having them complete tasks in the post returns experience flow. We conducted a qualitative and quantitative usability test comparing the current experience against the new experience.

Using various use cases to test a 'happy path' scenario (single item return), we performed moderated sessions with participants recruited from usertesting.com.

## Study Details

**75-80** Participants

**32** Prototypes

**5** Worldwide Marketplaces

**4** languages

**11** Use cases

**1** Scenario

**6-9** Tasks



# Testing Process

We created 32 prototypes in 4 different languages, testing use cases that are most common in each marketplace. Participants were not told which experience they were being interviewed on. All moderated sessions were conducted by native speakers.

## 32 Prototypes

Current experience (Desktop, Mobile)

New experience (Desktop, Mobile)

## 5 Marketplaces

United States

United Kingdom

Germany

Italy

Netherlands

## 4 Languages

English

German

Italian

Dutch



# Testing Process

Marketplaces	US	US	US	UK	UK	Germany	Italy	Netherlands
Return locations	Whole Foods Market	Kohl's	The UPS Store	Hermes ParcelShop (EVRI)	Royal Mail	DHL	At home pick-up	PostNL
Number of participants	10	5	5	5	6	10	6	5
Tasks	8	9	7	7	7	7	6	8
Current and new experiences	●	●	●	●	●	●	●	●
Desktop and mobile	●	●	●	●	●	●	●	●

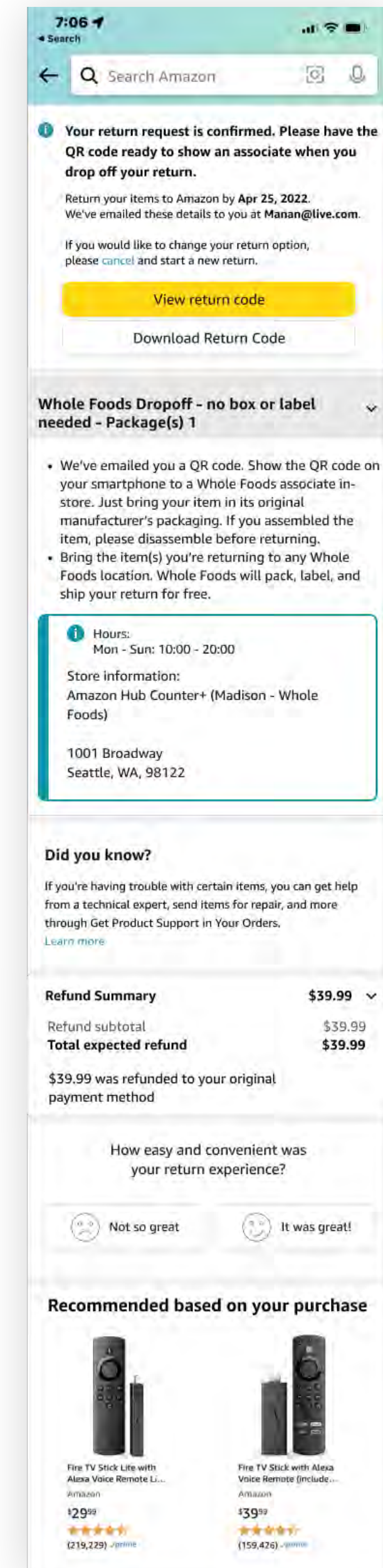
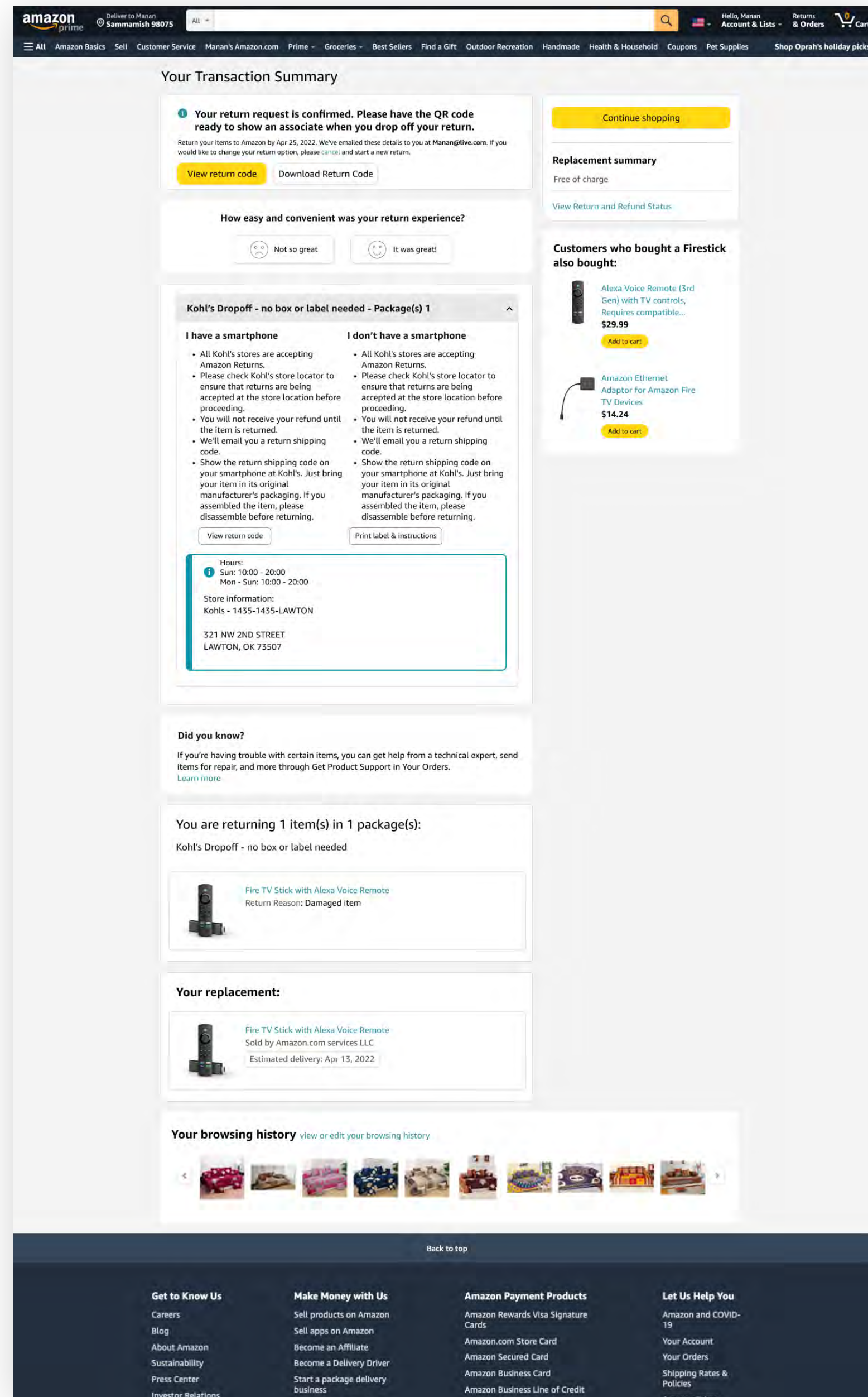




# Return Summary Page

## CURRENT EXPERIENCE

Amazon's current return confirmation and summary page

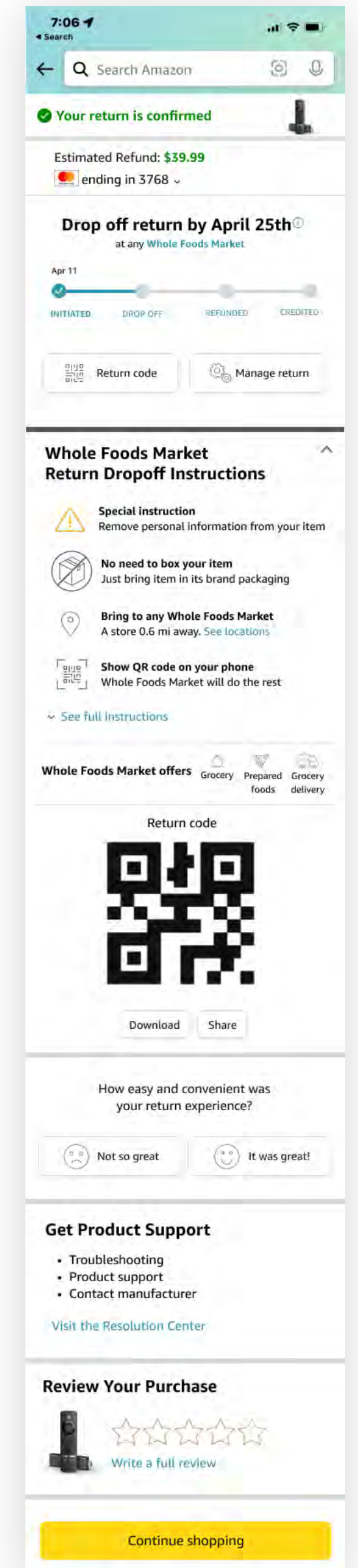
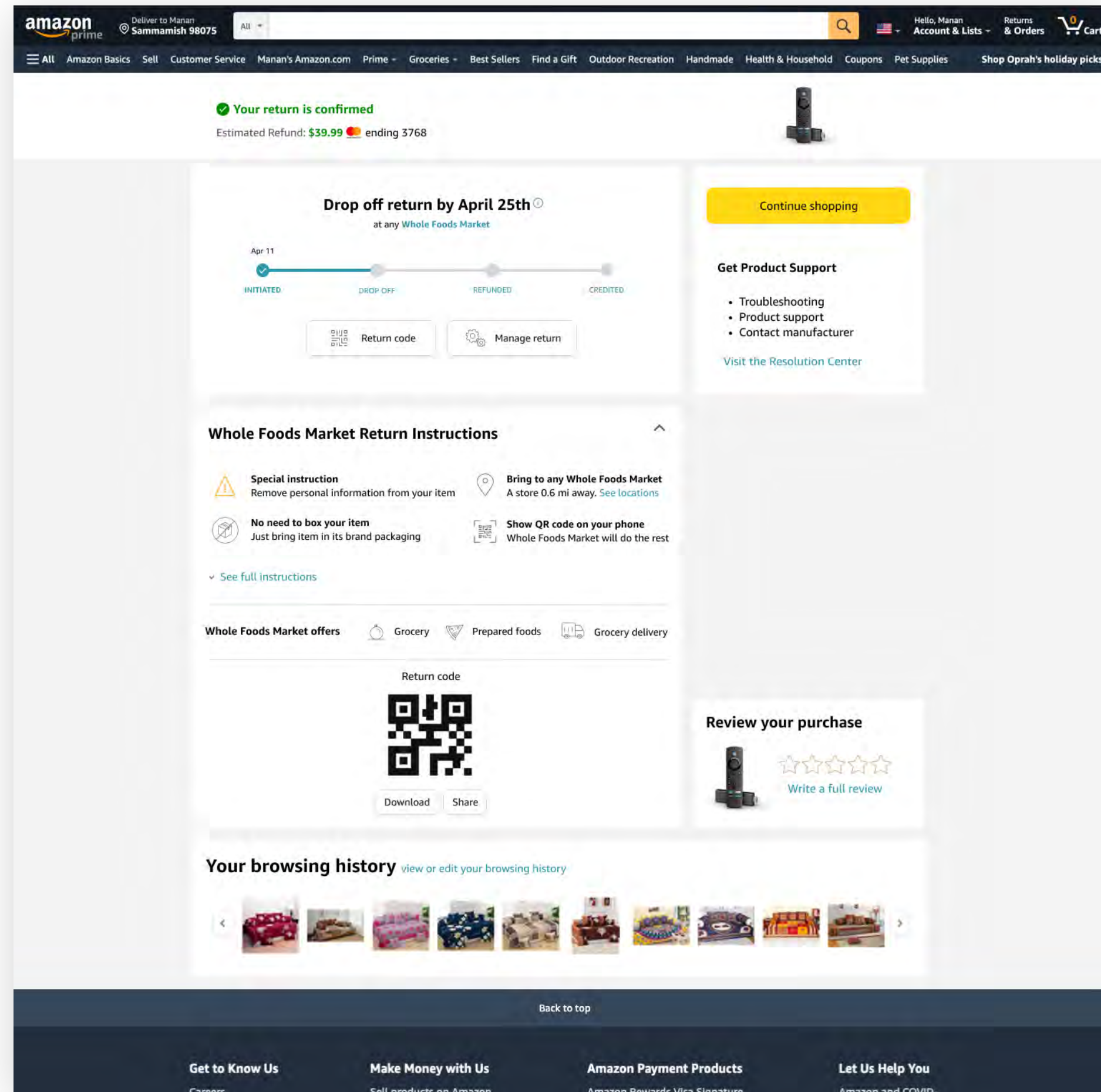




# Return Summary Page

## NEW EXPERIENCE

Proposed experience for Amazon's return confirmation and summary page



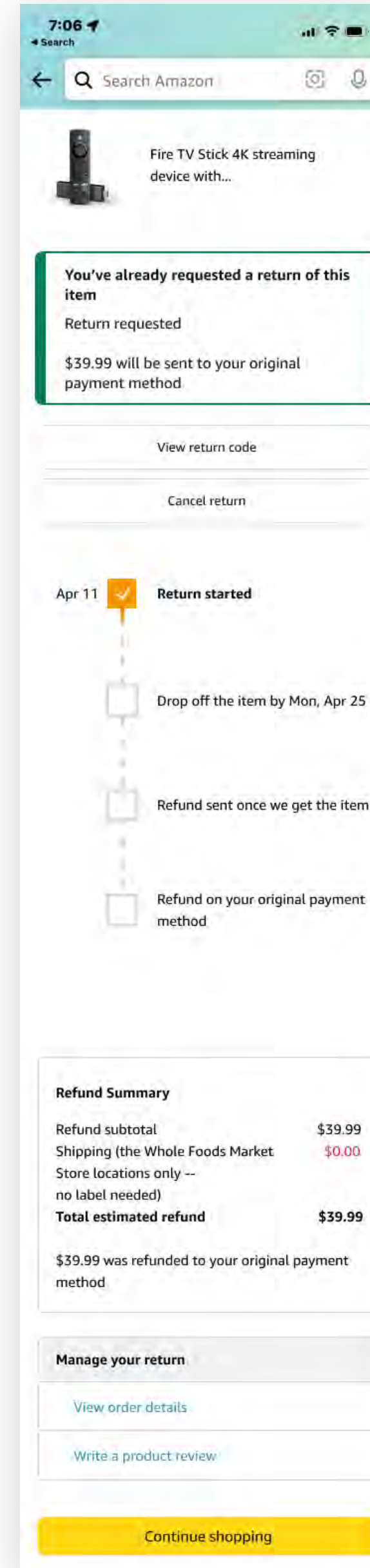




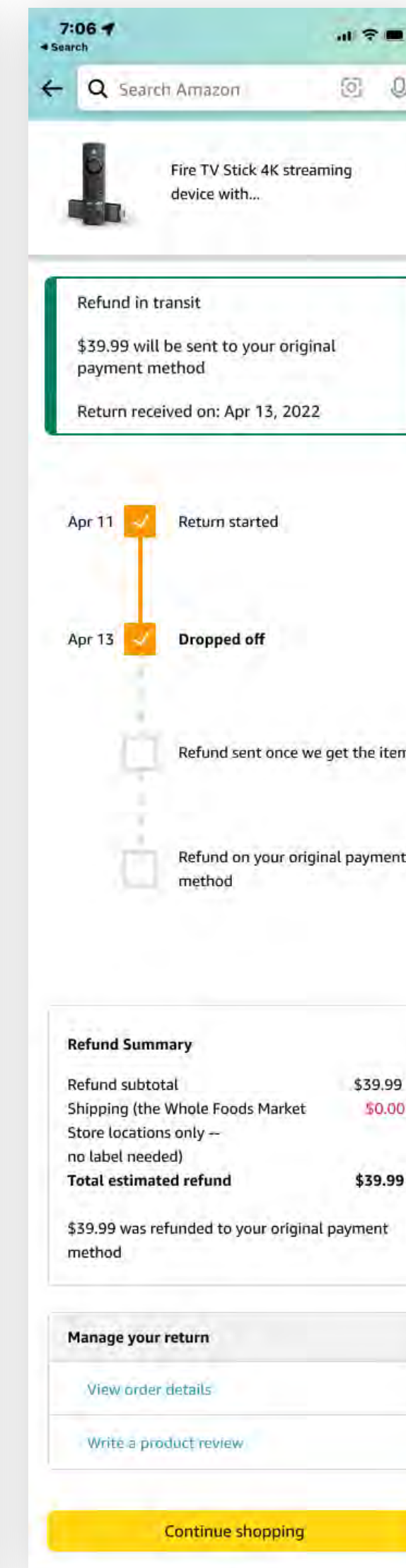
# Return Status Pages

## CURRENT EXPERIENCE

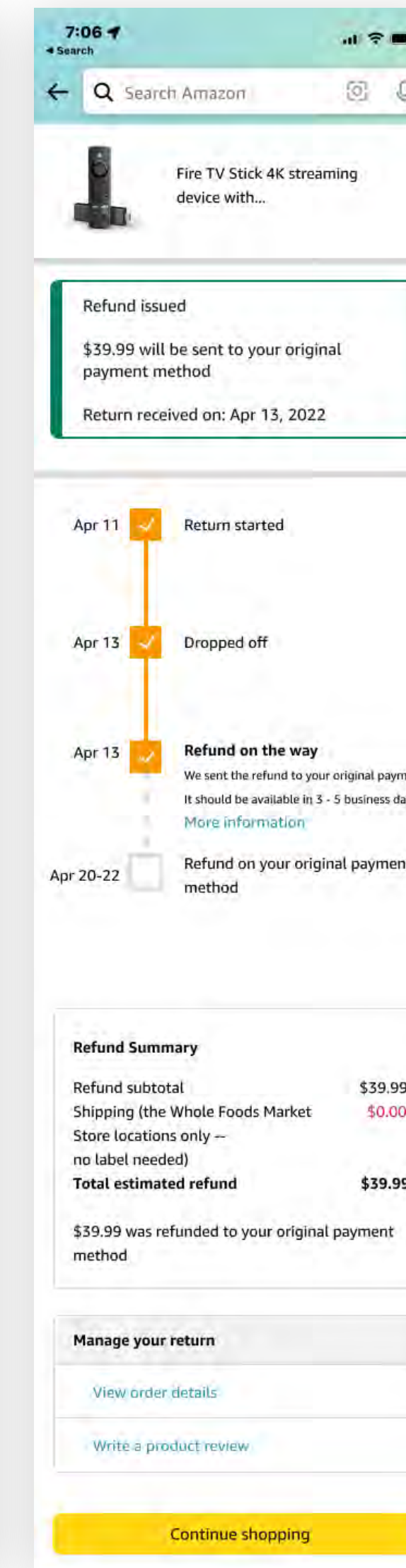
Amazon's current return and refund status pages



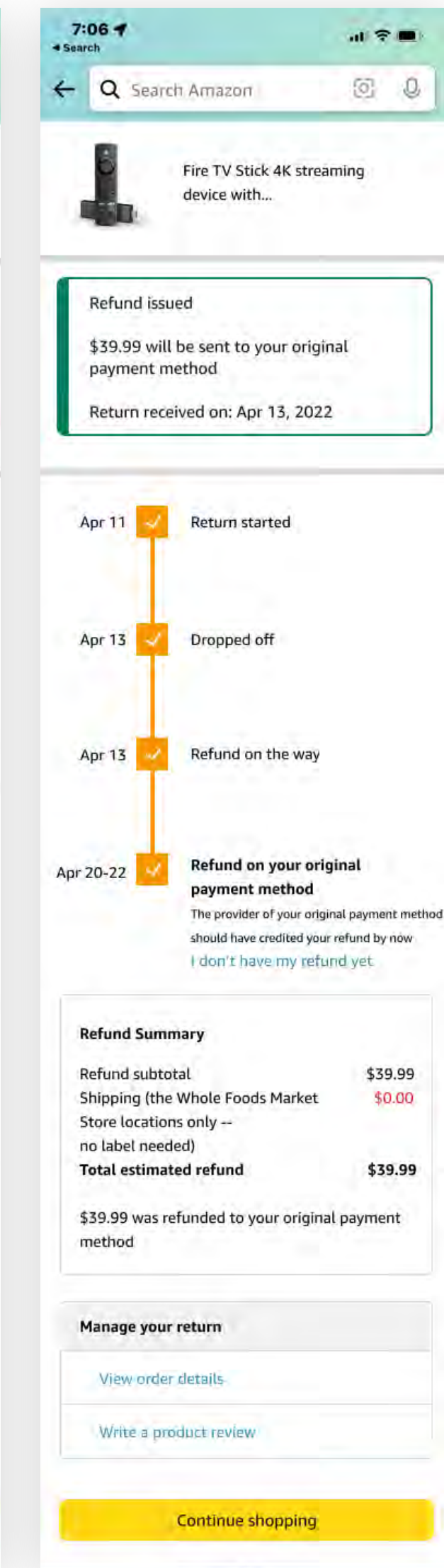
Post-confirmation



Post-return



Refunded



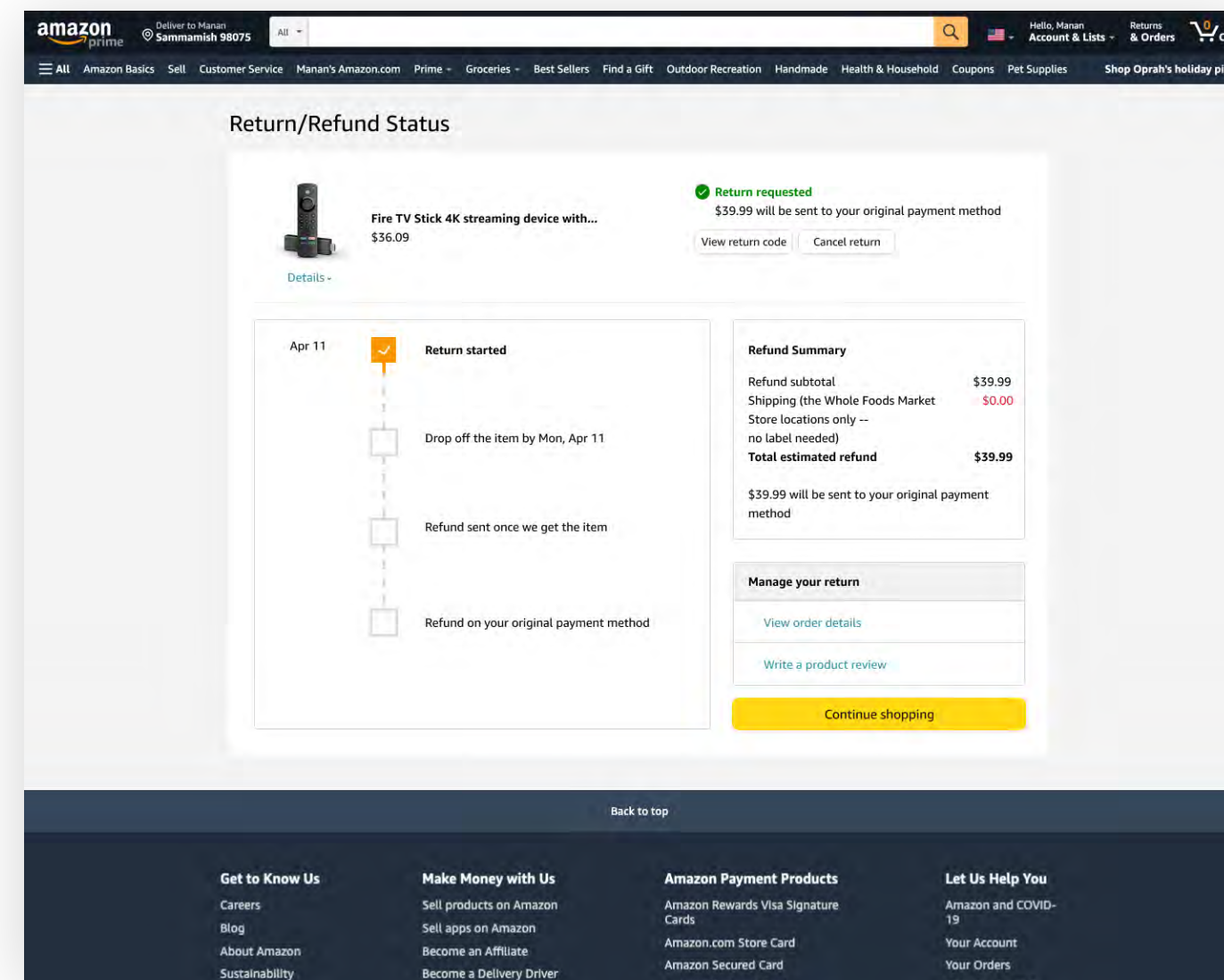
Credited



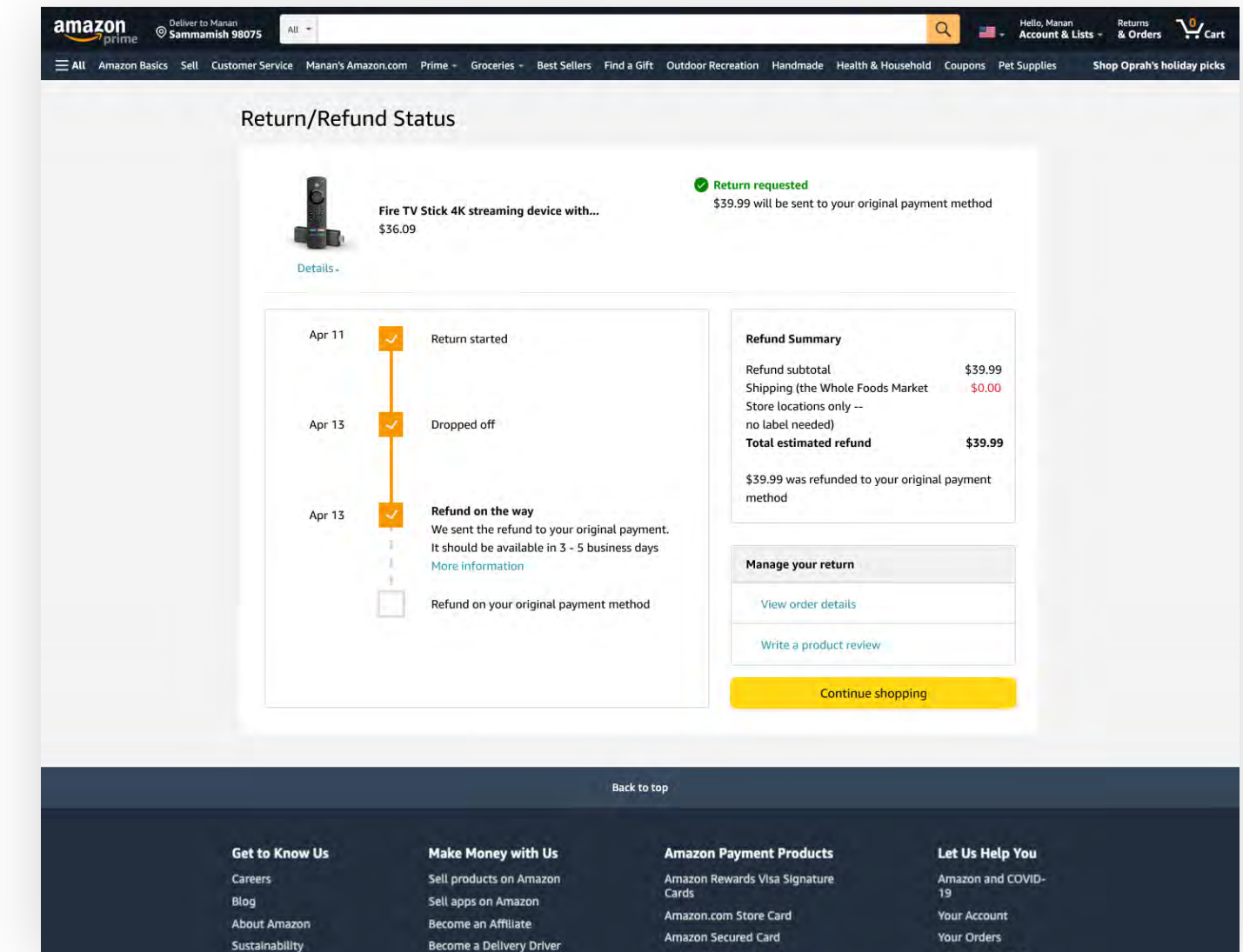
# Return Status Pages

## CURRENT EXPERIENCE

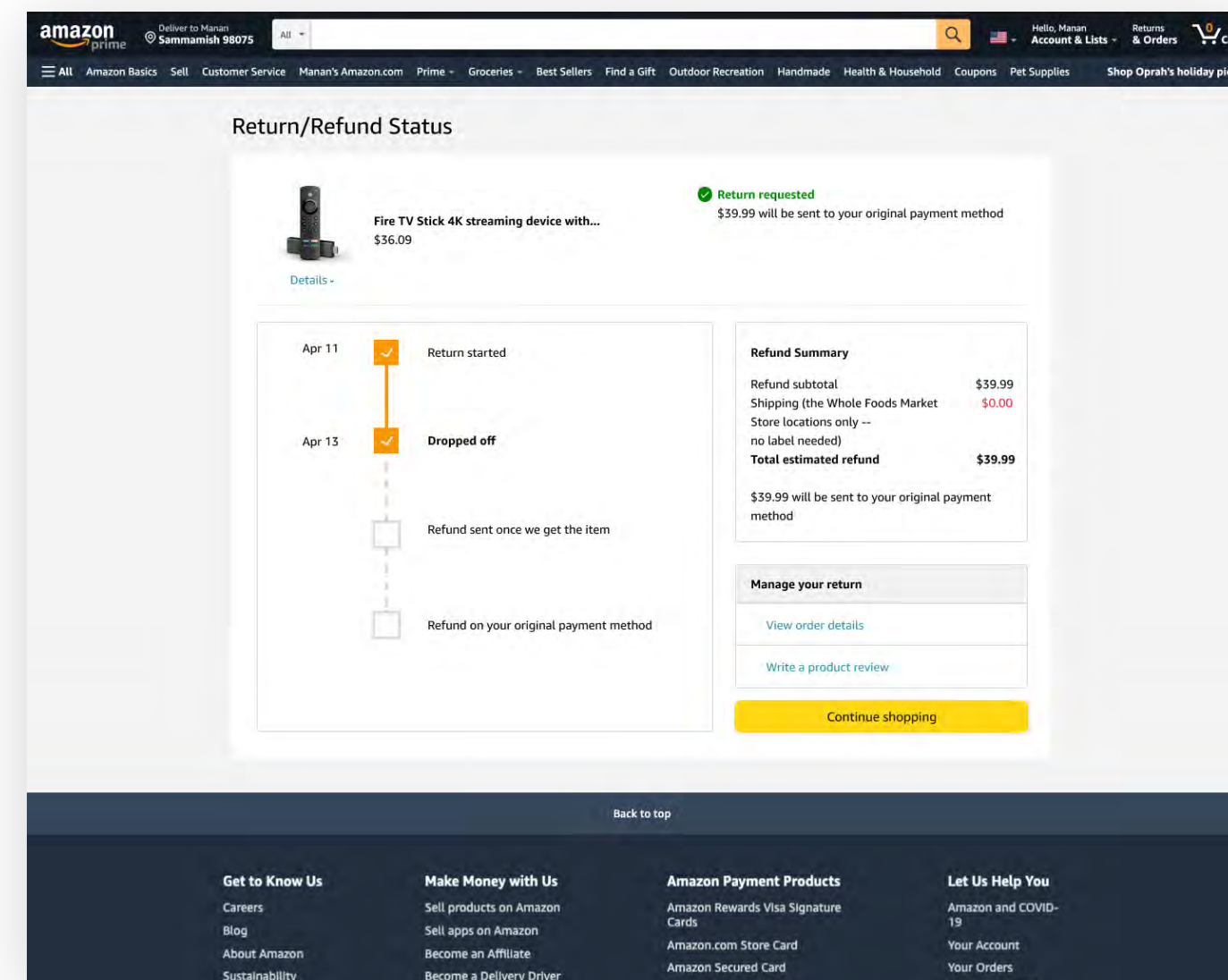
Amazon's current return and refund status pages



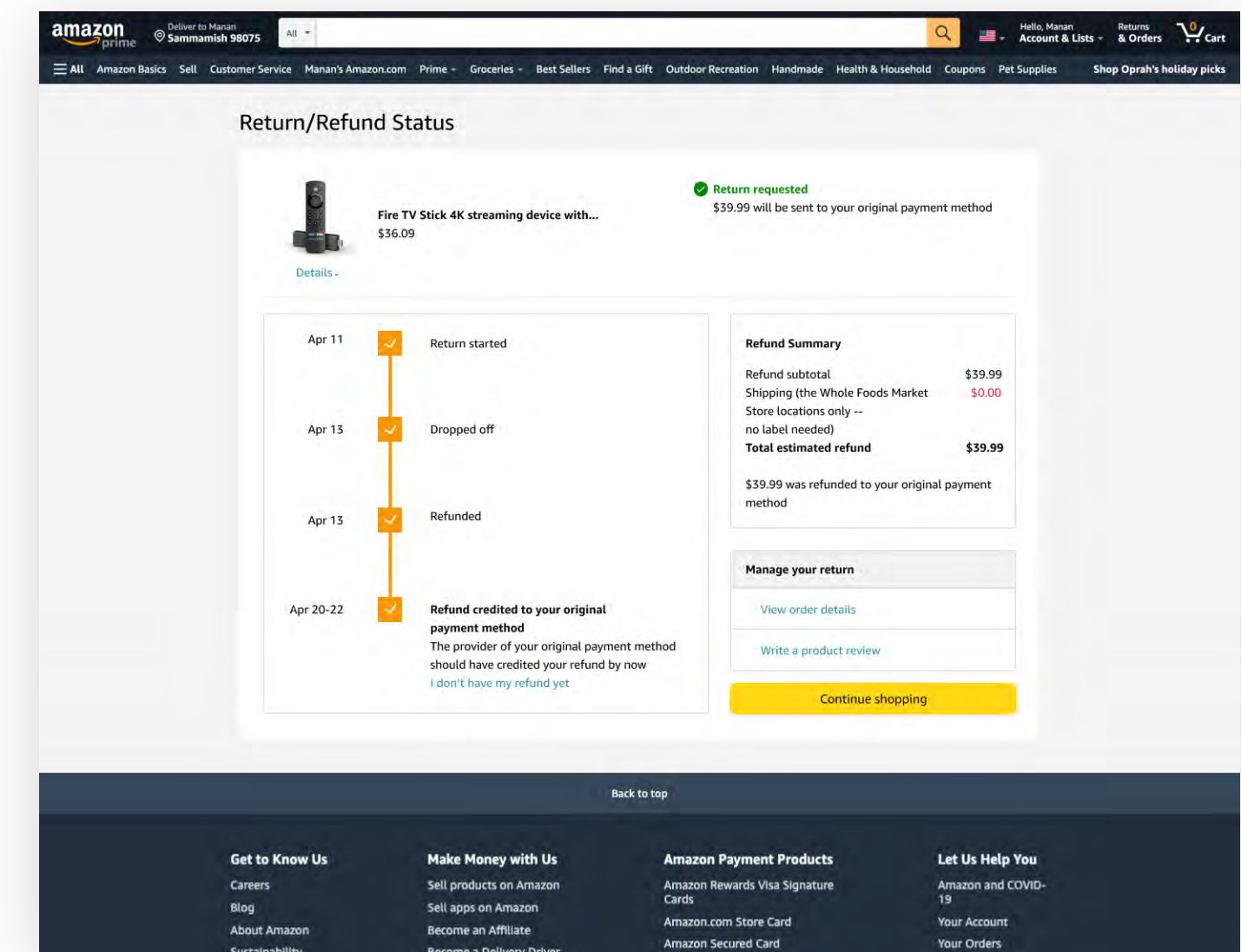
Post-confirmation



Refunded



Post-return



Credited

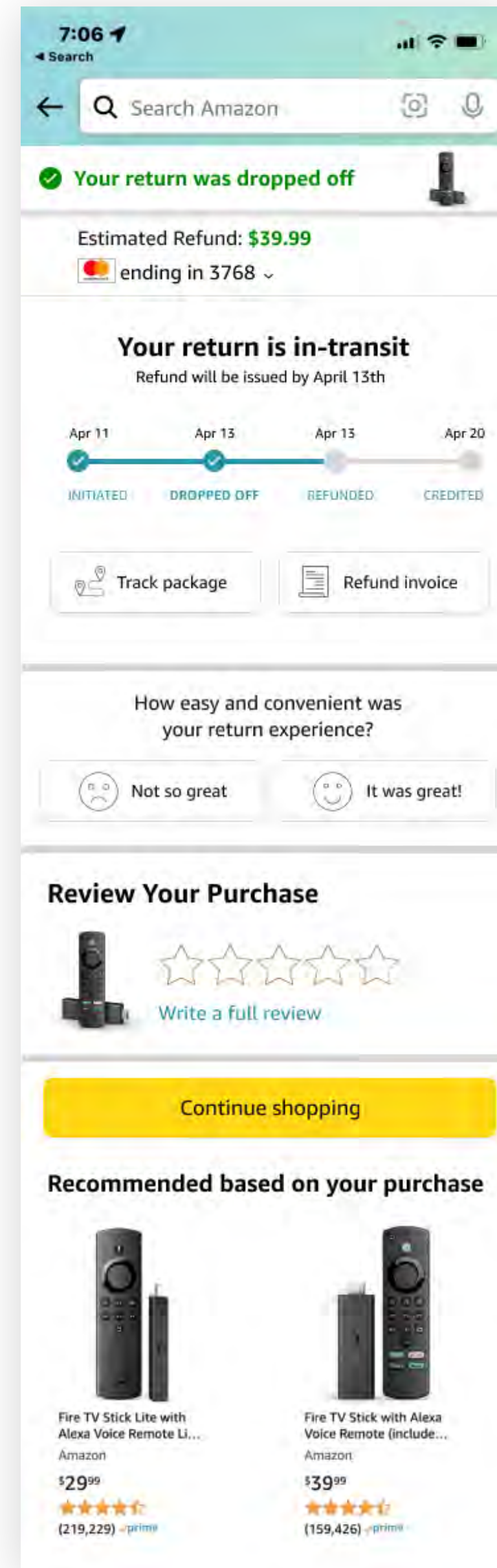




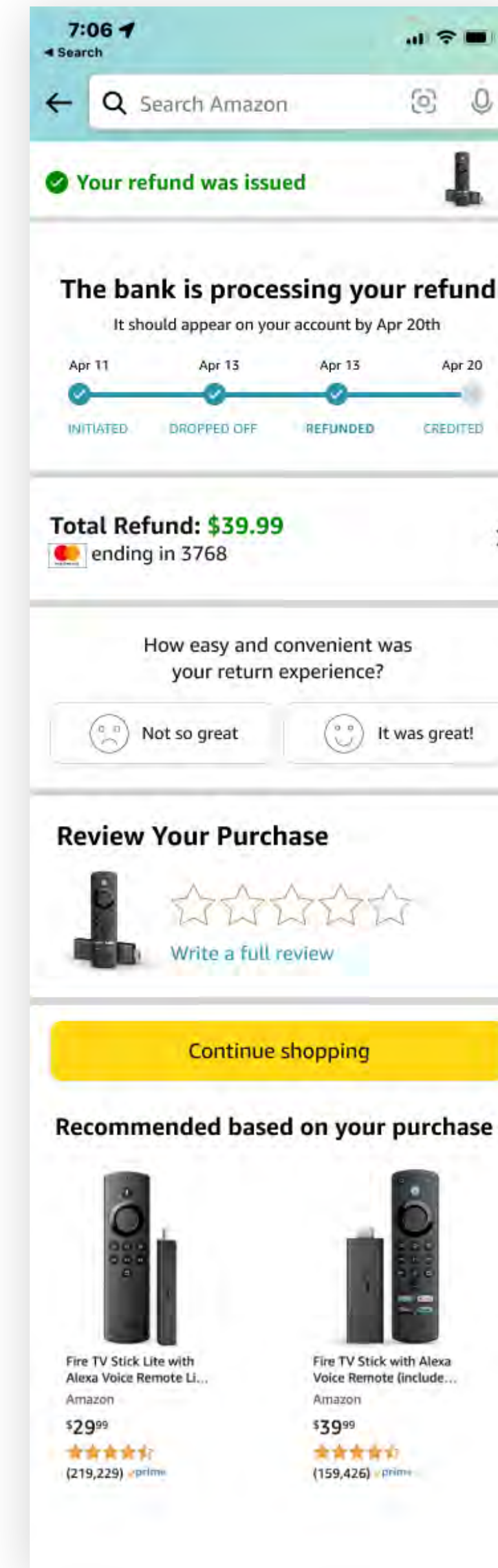
# Return Status Pages

## NEW EXPERIENCE

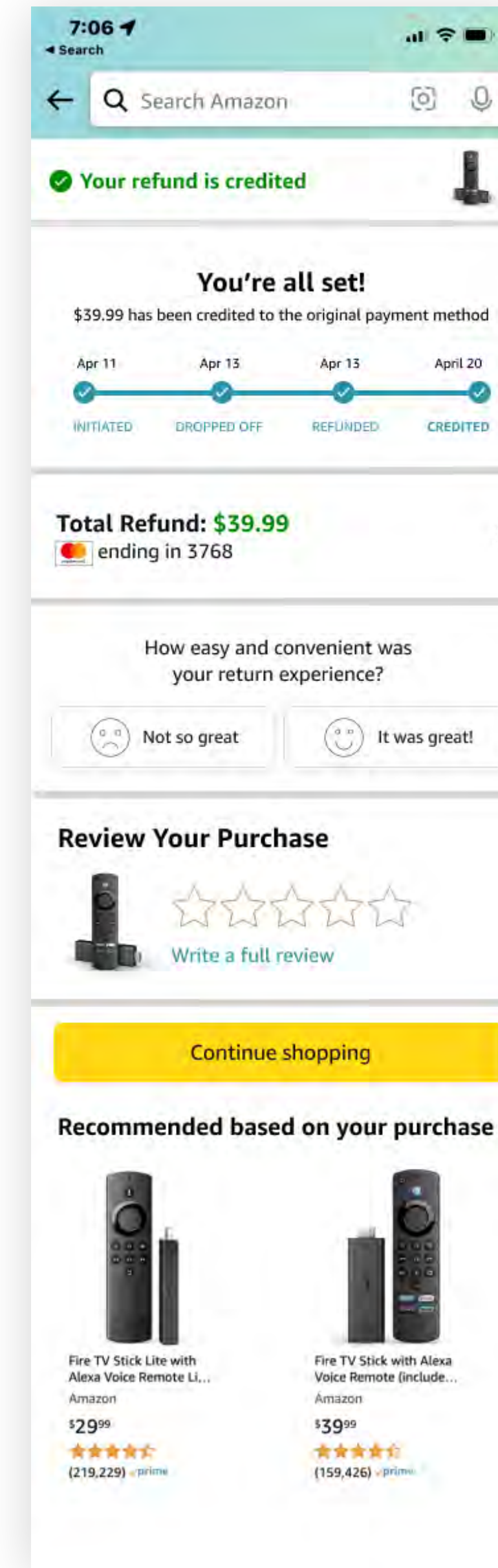
Proposed experience for Amazon's return and refund status pages



Post-return



Refunded



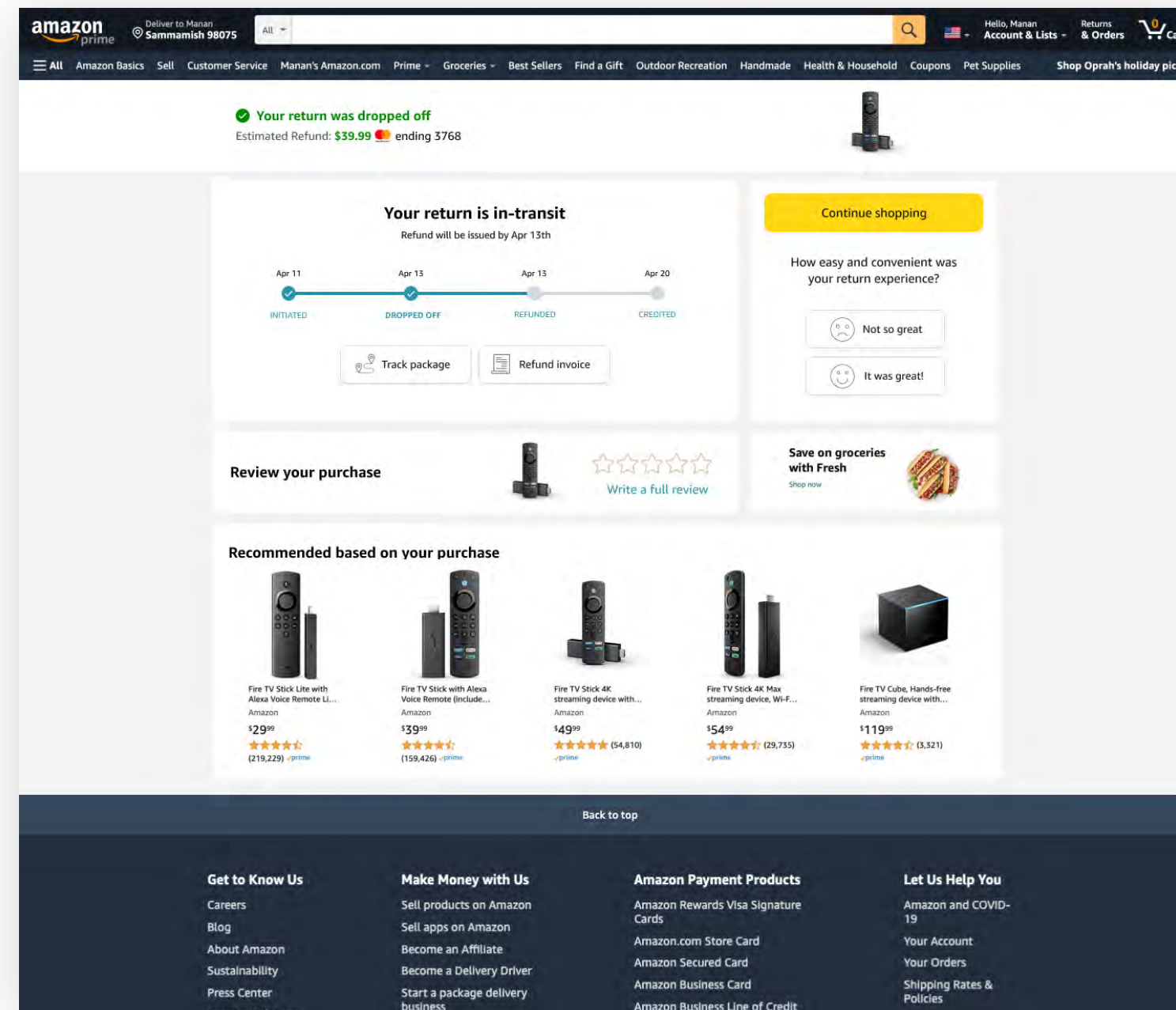
Credited



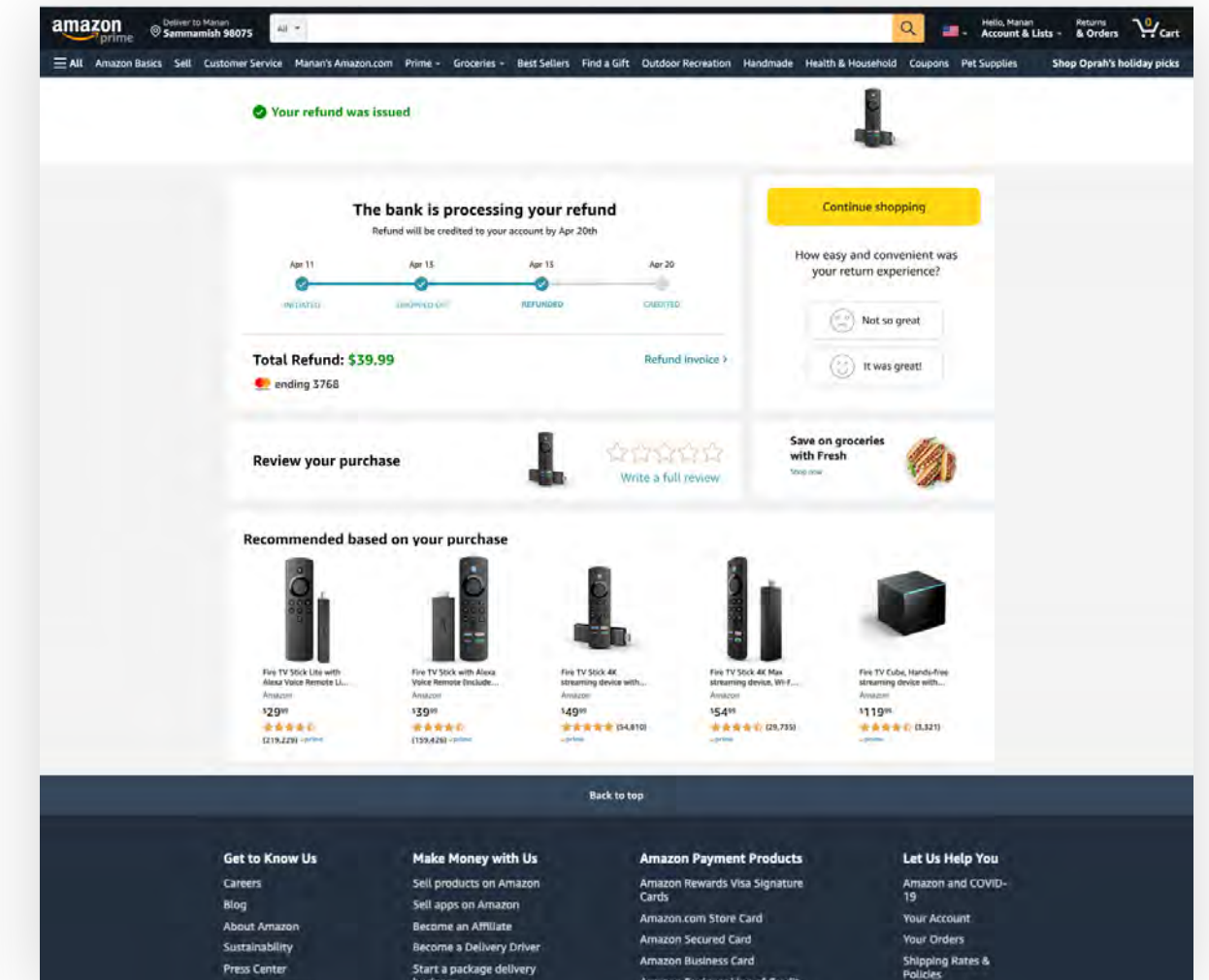
# Return Status Pages

## NEW EXPERIENCE

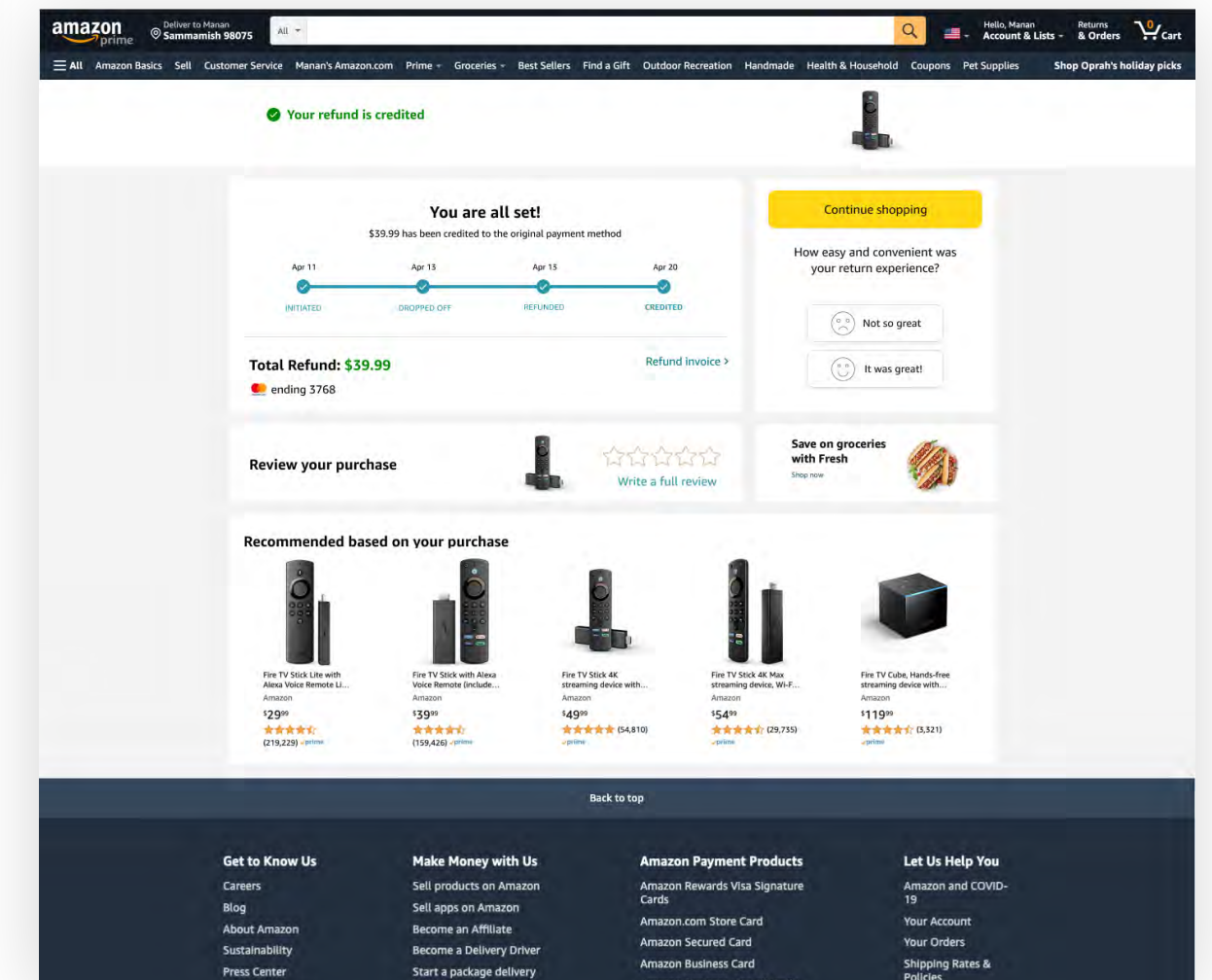
Proposed experience for Amazon's return and refund status pages



Post-return



Refunded



Credited



# Research Analysis

5 Marketplaces | 4 Languages | 6-9 tasks



# Top-line Analysis

**8/10**

Overall **current** return experience rating

**9.3/10**

Overall **new** return experience rating

**8.7/10**

**Easy-to-use** (current experience)

**9.6/10**

**Easy-to-use** (new experience)



# Customer Return Activity

\* Average percentage calculated across 5 marketplaces

**92%**

**Returned on Amazon  
before**

**61%**

**Return at least once  
every 6 months**

**67%**

**Returned at least once in the  
past month**



# Task Completion Success

\* General behaviors of participants per task

**1** Found how to manage return  
(cancel or modify return request)

**83%** / **94%**  
Current / New

**3** Understand specific details about  
what to do next

**79%** / **94%**  
Current / New

**2** Pre-dropoff instructions  
understanding

**92%** / **100%**  
Current / New

**4** Know specific location of return

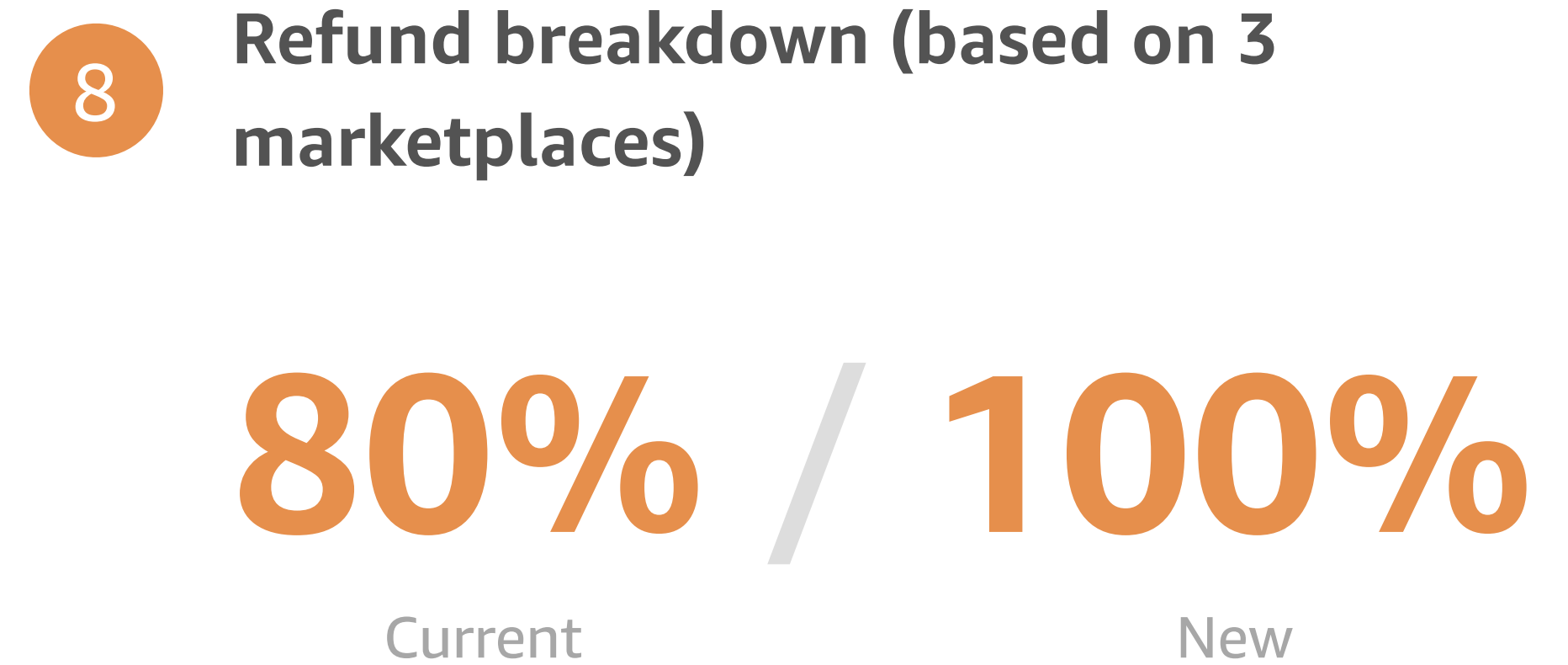
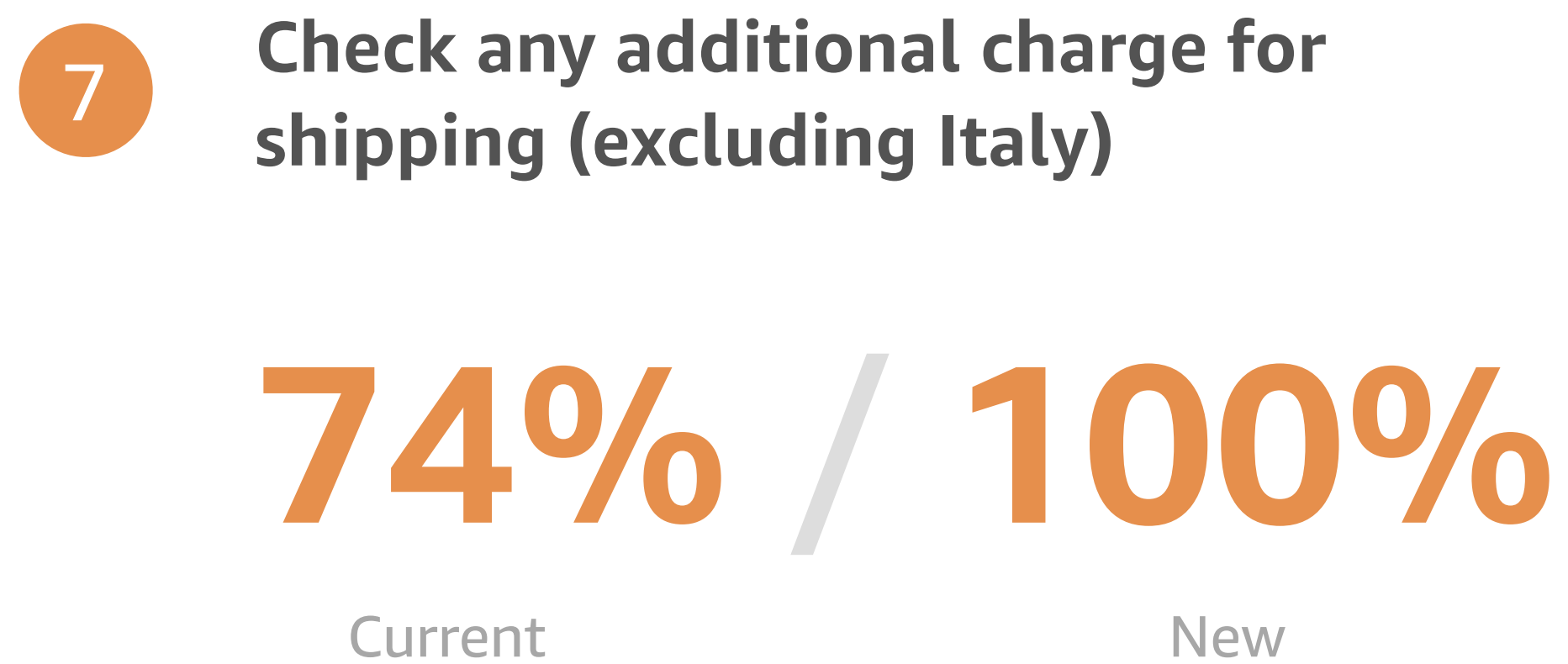
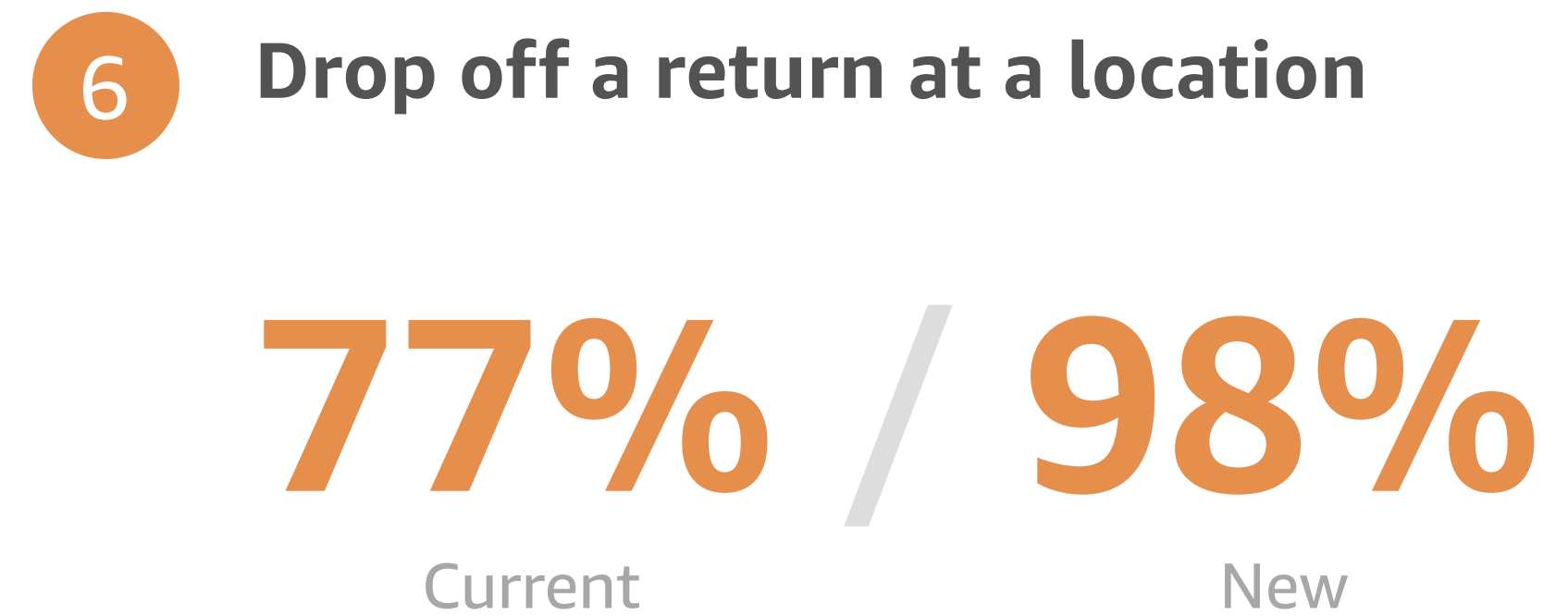
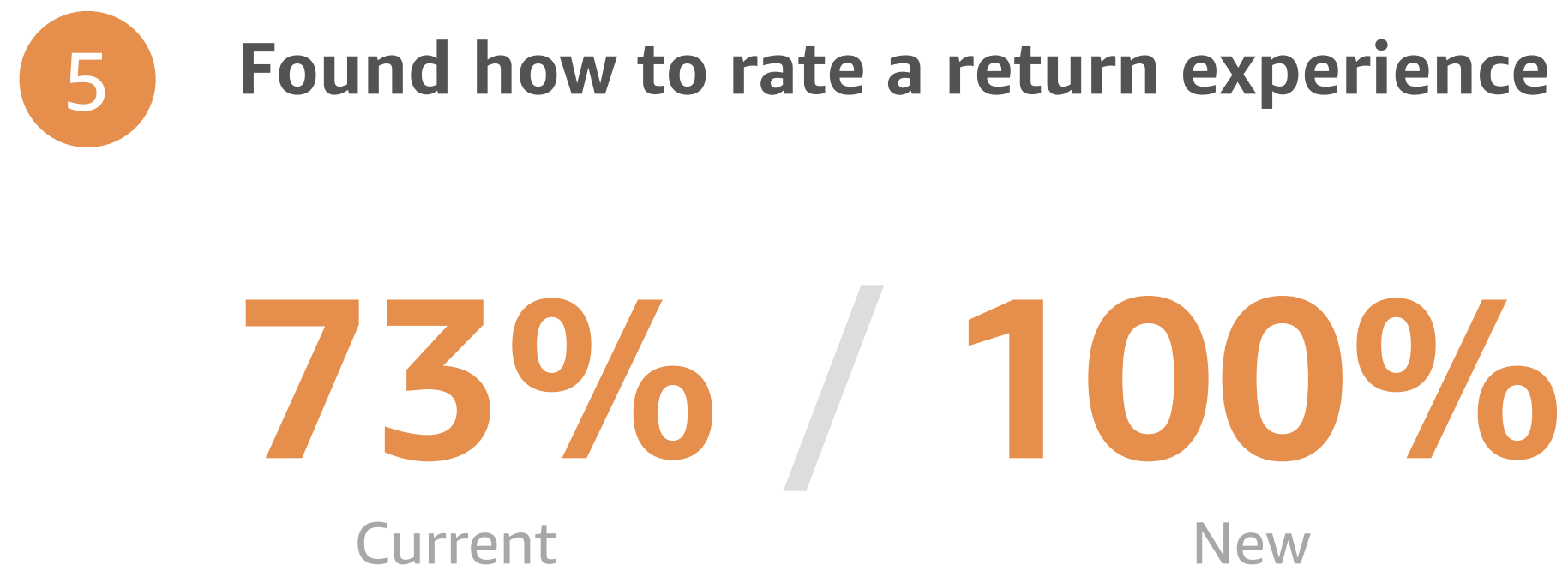
**92%** / **100%**  
Current / New





# Task Completion Success

\* General behaviors as Amazon customers per task





# What customers value when returning on Amazon

\* Average percentage calculated across 5 marketplaces

**Ease and convenience**

**75%**

**Quick refund process**

**40%**

**No need to print labels**

**30%**

## Unique marketplace insights

Germany Marketplace

**No discussions or questions on the returned item and the reasons for returning it.**

UK Marketplace

**Quick is the key thing. A few one-clicks. Three or four questions and done. 5-10 minutes maximum.**

Italy Marketplace

**Participants prefer doing the return at home, not having to travel is ideal, immediate refund, and large window to make a return**



# Important things for customers to know

\* Average percentage calculated across 7 marketplaces, current experience

\*\* [Reference](#)

**Deadline**

**21%**

**Nearest drop-off location**

**17%**

**Estimate refund arrival**

**16%**

Marketplaces	US	UK	Germany	Italy	Netherlands	India	Arab Emirates
<b>Deadline</b>	21%	21%	20%	21%	21%	N/A	14%
<b>Nearest drop-off location</b>	20%	21%	11%	16%	15%	N/A	N/A
<b>Estimate refund arrival</b>	15%	16%	14%	15%	15%	19%	21%



# Additional Insights (Both Experiences)

\* Average percentage calculated across 5 marketplaces

**100%**

think the information on the post-confirmation page is **sufficient** to make a return

**75%**

use **email summary** for various purposes

**63%**

**noticed the alert to remove personal information** before returning to Amazon

**38%**

**check the status of the return** after dropped off

**63%**

think **Amazon recommendations** can be helpful



# Refunded vs. Credited

\* Average percentage calculated across 5 marketplaces - new experience only

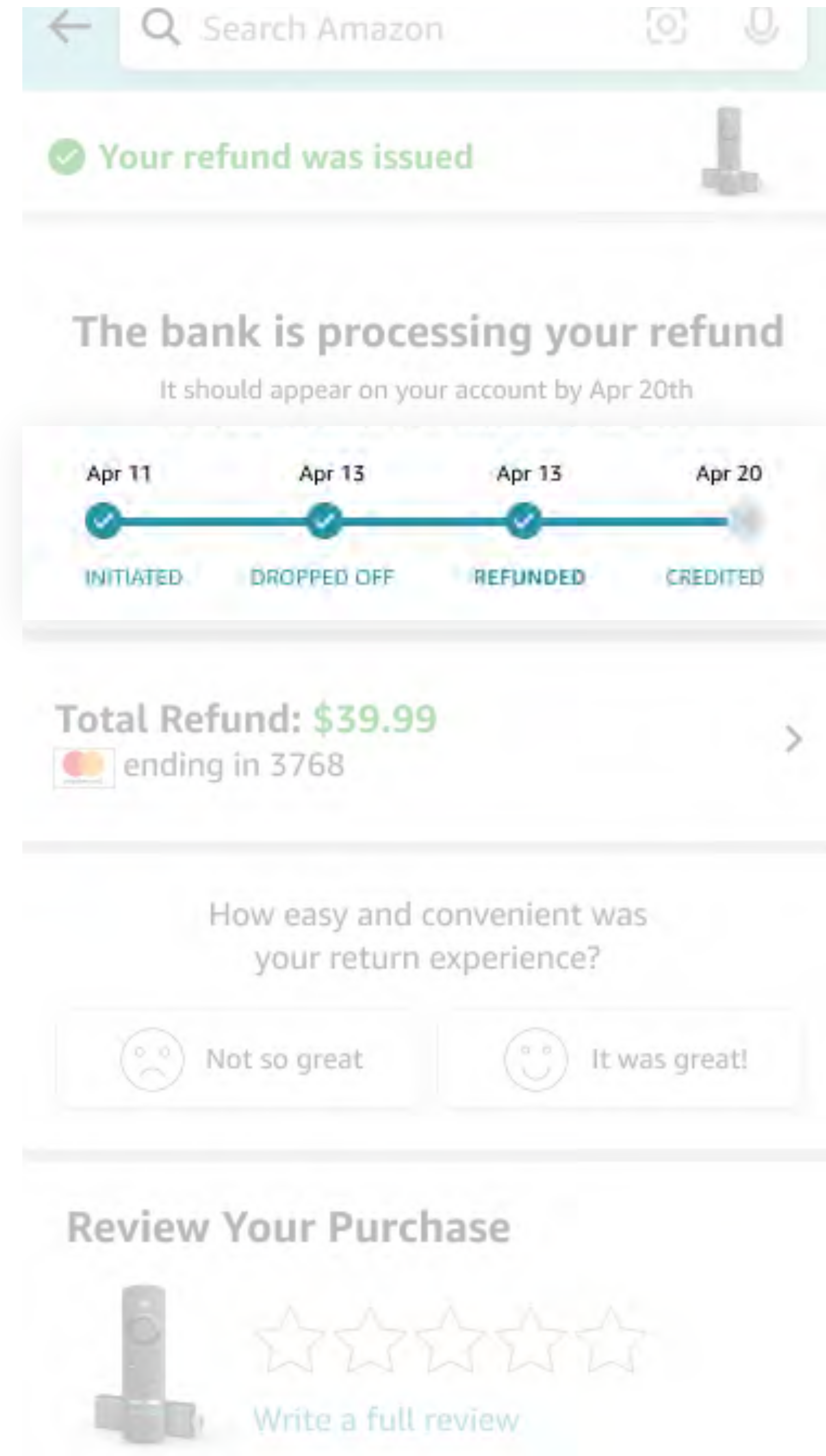
# 50%

think the words refunded and credited are confusing/unclear

(based on 6 use cases; not all scenarios included refunds)

## Solution:

We are providing alternative wording options as well as providing additional details when clicking on milestone and/or tracker







# Product Support Module

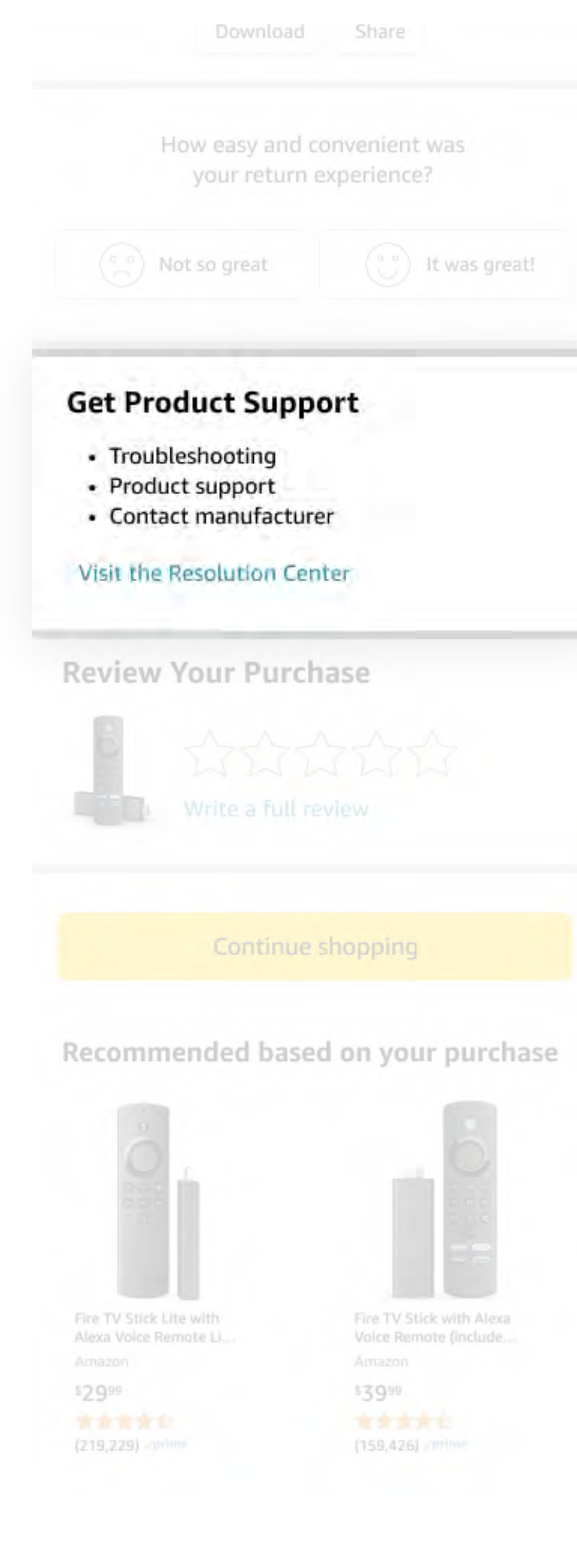
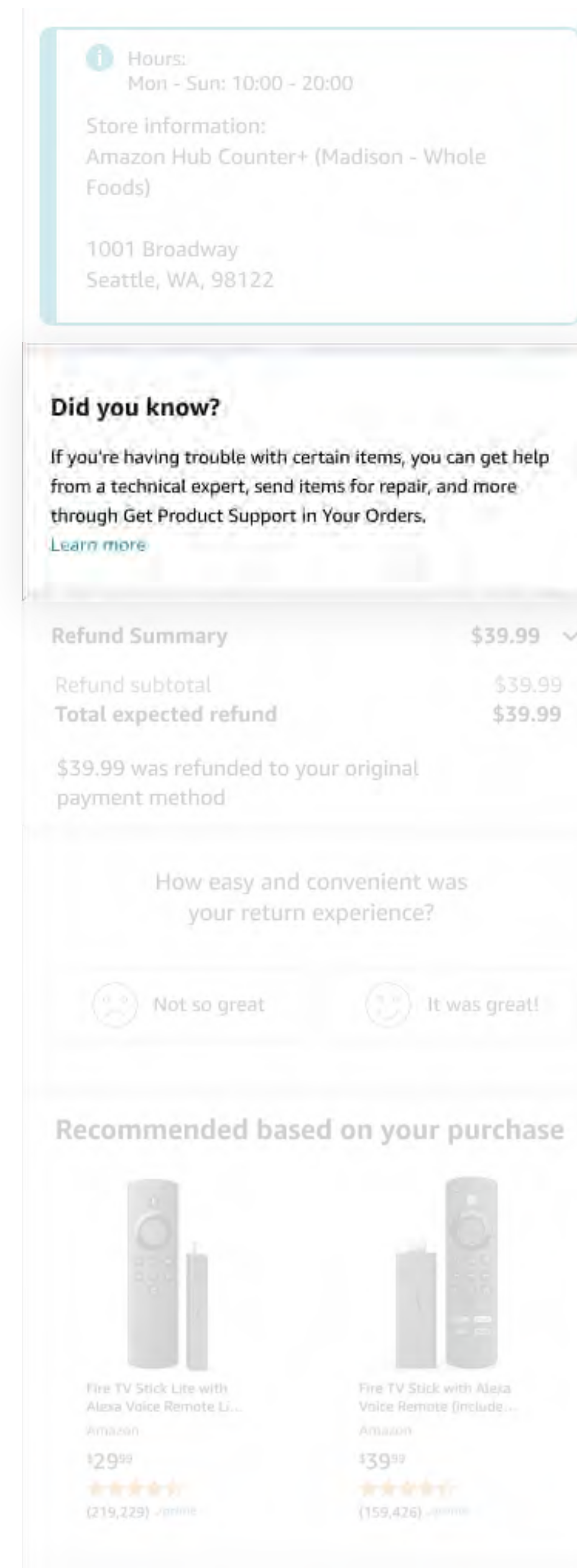
\* Average percentage calculated across 5 marketplaces

# 46%

were aware of product support

## Solution:

Product support module was not one of the main issues customers contacted Amazon about. After further consideration, this module has been removed from the core post-return experience







# Customer Feedback (Current Experience)

\* Participants were not told which experience was current or new

## US Marketplace

"Asking me about improving the return experience is **annoying**. I haven't even finished the return yet. Move it somewhere else. I don't like "Did you know?", **don't talk me into keeping something I want to return.**"

## US Marketplace

"There's a lot of text, and this is more involved because I have to print a label, read instructions. There aren't any icons or a tracking bar. It's **less intuitive**. A little **more work on my side.**"

## Germany Marketplace

"The current one is **more appealing, less edgy somehow, a bit more smooth**, although the new one gives a far better structure."

## US Marketplace

"Current doesn't offer ads for recommended products on every page. Overall I prefer the current experience, **mainly because of the advertising.**"

## Netherlands Marketplace

"The old design seems like it is from the **90s with a lot of text and links**"

## Italy Marketplace

"What I've appreciated in the current version is that there are **no recommendations**. I think that they are too **invasive.**"

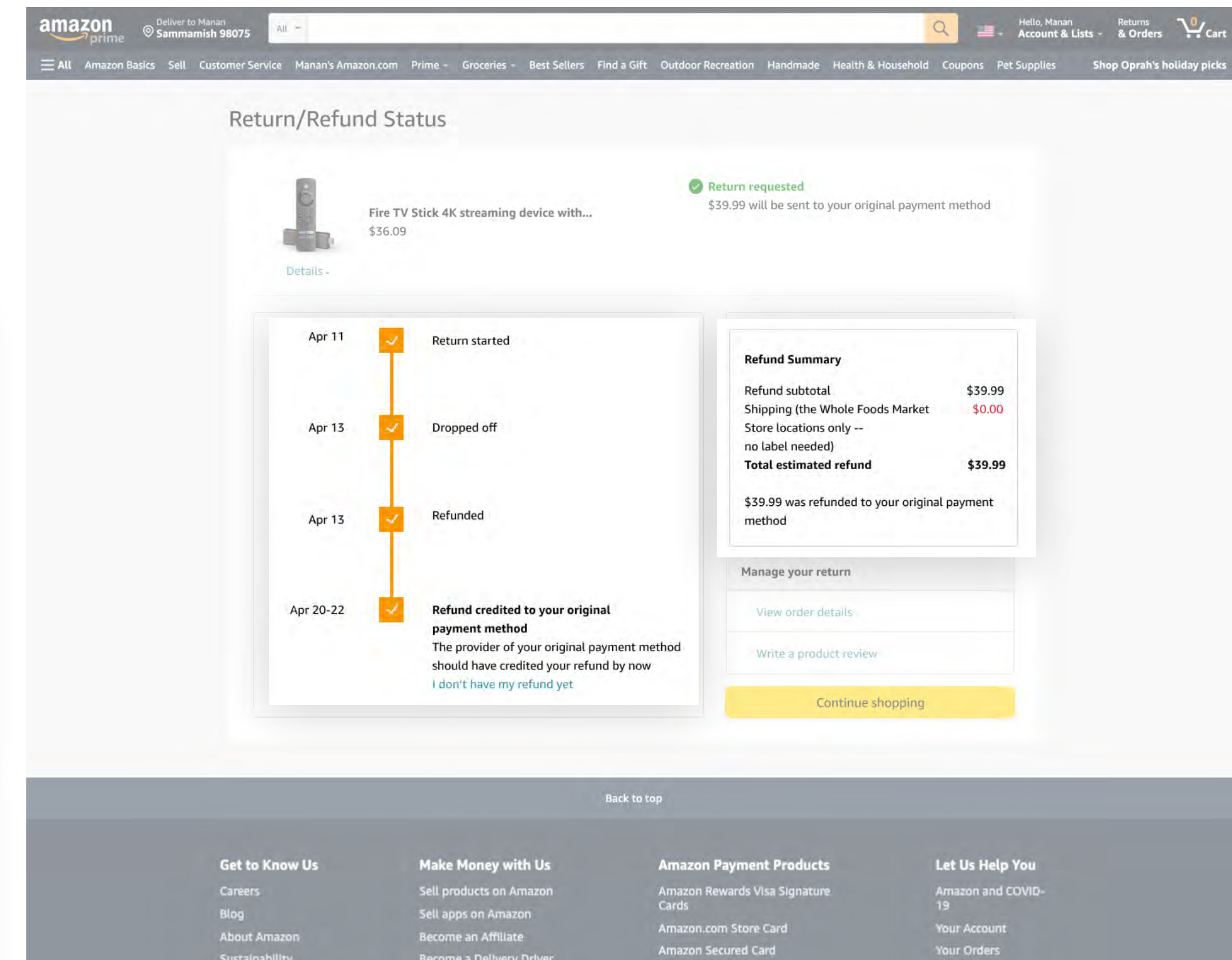
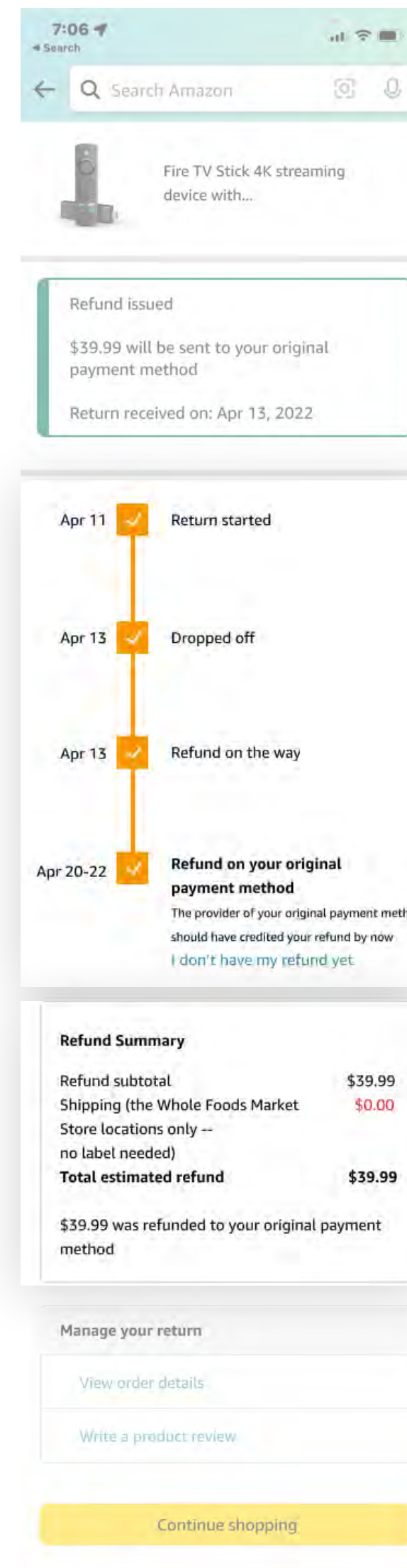


# Customer Feedback (Current Experience)

\* Participants were not told which experience was current or new

## ARAB EMIRATES MARKETPLACE

"I like both, but I would say the new experience more. On the current experience, **I like the vertical status line and the money breakdown section.** I feel if these two things were added to the new experience it would be **a perfect combination.** Everything else is perfect for me on the new experience"







# Customer Feedback (Current Experience – Tracker)

\* Participants were not told which experience is current or new

## GERMANY MARKETPLACE

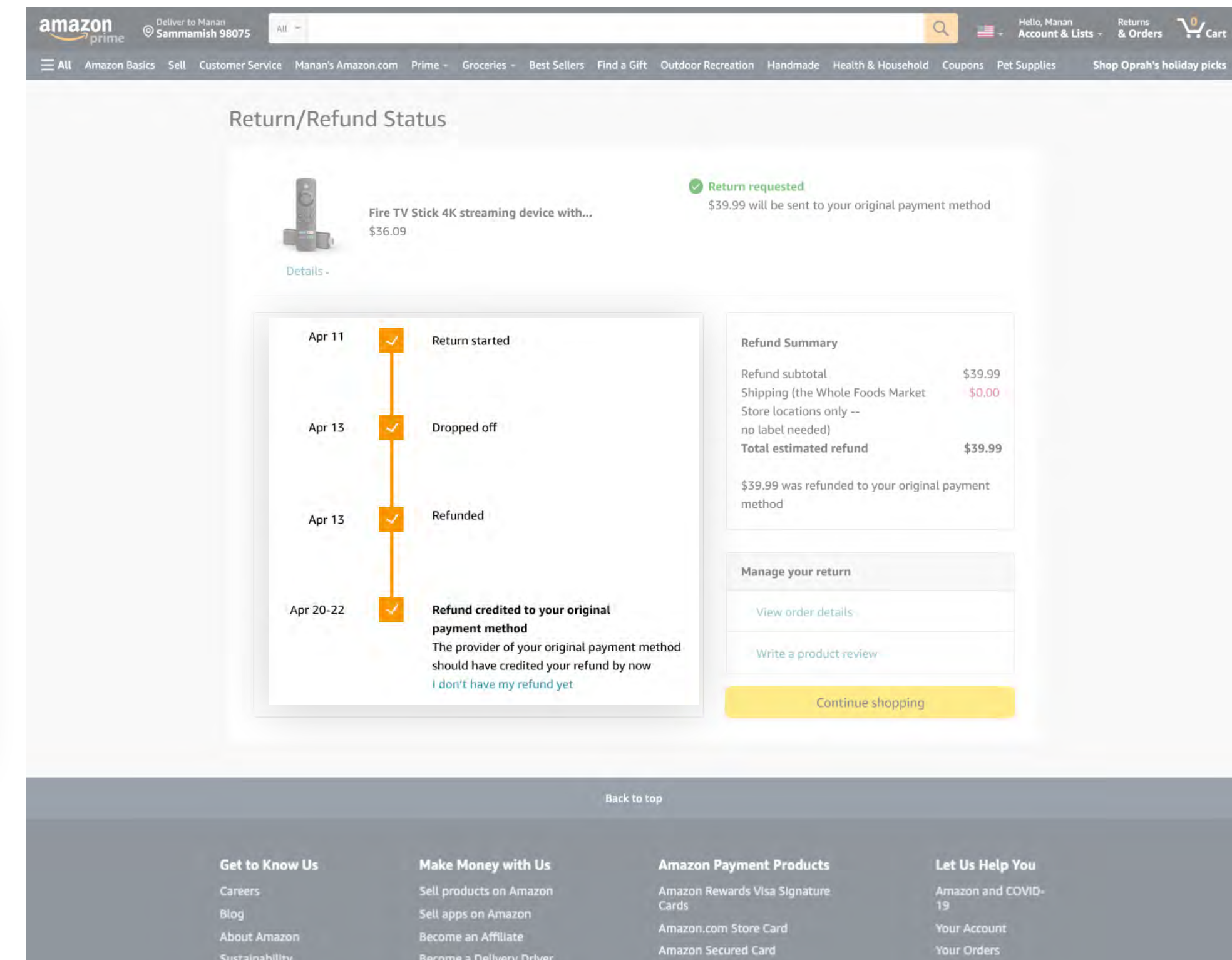
“I prefer the orange layout of the tracking overview over the blue one - it's more appealing and suitable for Amazon.”

## GERMANY MARKETPLACE

“Prefers the tracker on the current experience, likes the steps on the tracker that are more descriptive.”

## ITALY MARKETPLACE

“What I liked in the current version is: visible refund summary, colors and vertical tracker.”





# Customer Feedback (New Experience)

## US Marketplace

“ I like that everything is summarized on one screen. You can see the process. This is more **visually pleasing** than the current option. I do like the amount at the top since at the end, **you care about getting your money**. The instructions are pretty great, I know that I can click the dropdown for other instructions. It's good to show what Whole Foods offers because some people might not know about Whole Foods. The rating is easier. I have all the information that I need here.”

## US Marketplace

“I like this a lot more. It's not an avalanche to text. There are icons to guide your eye, it's spaced out, it's way more **digestible to read**, the return code is here and easy to see. **All the important stuff is right in your face**, you don't need to scroll. Anything you want to do is right here and easy to see. Good job designers!”

## UK Marketplace

“**Perfection**. Short sweet, precise to the point. Not cluttered, **easy to understand and navigate**.”

## Germany Marketplace

“The new one is **well-structured, fresh and clean. There is less scrolling**, everything is right there. Including the code for sending the item. It shows fast status information, is **less text-base, and overall more intuitive**”

## Italy Marketplace

“I prefer the new experience. It's clearer and **more intuitive** than the current one. I appreciate it, because the organization of the pages and the **informations is more immediate and nicer to see.** ”



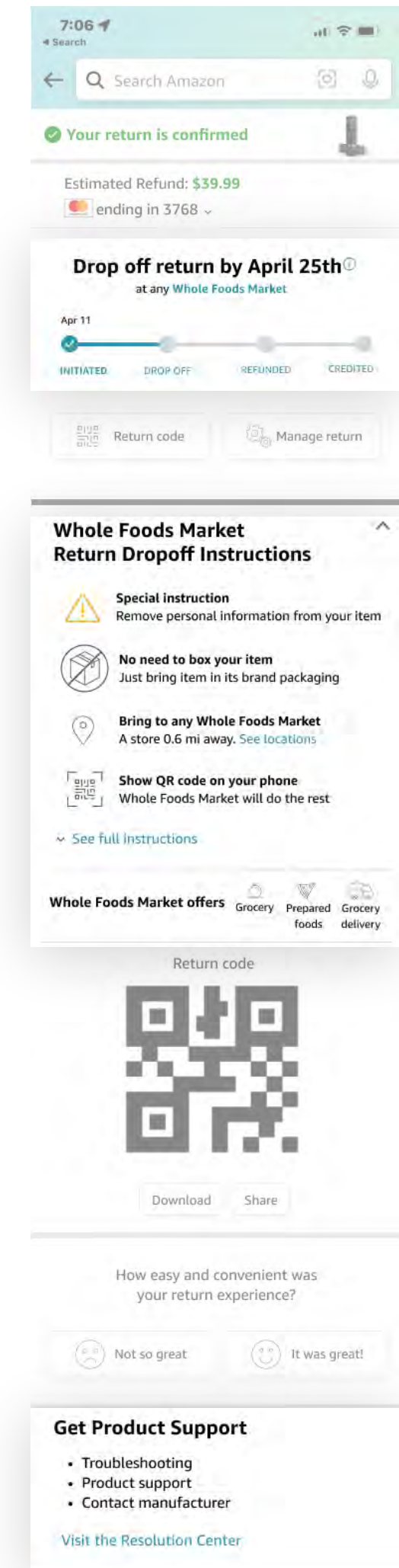
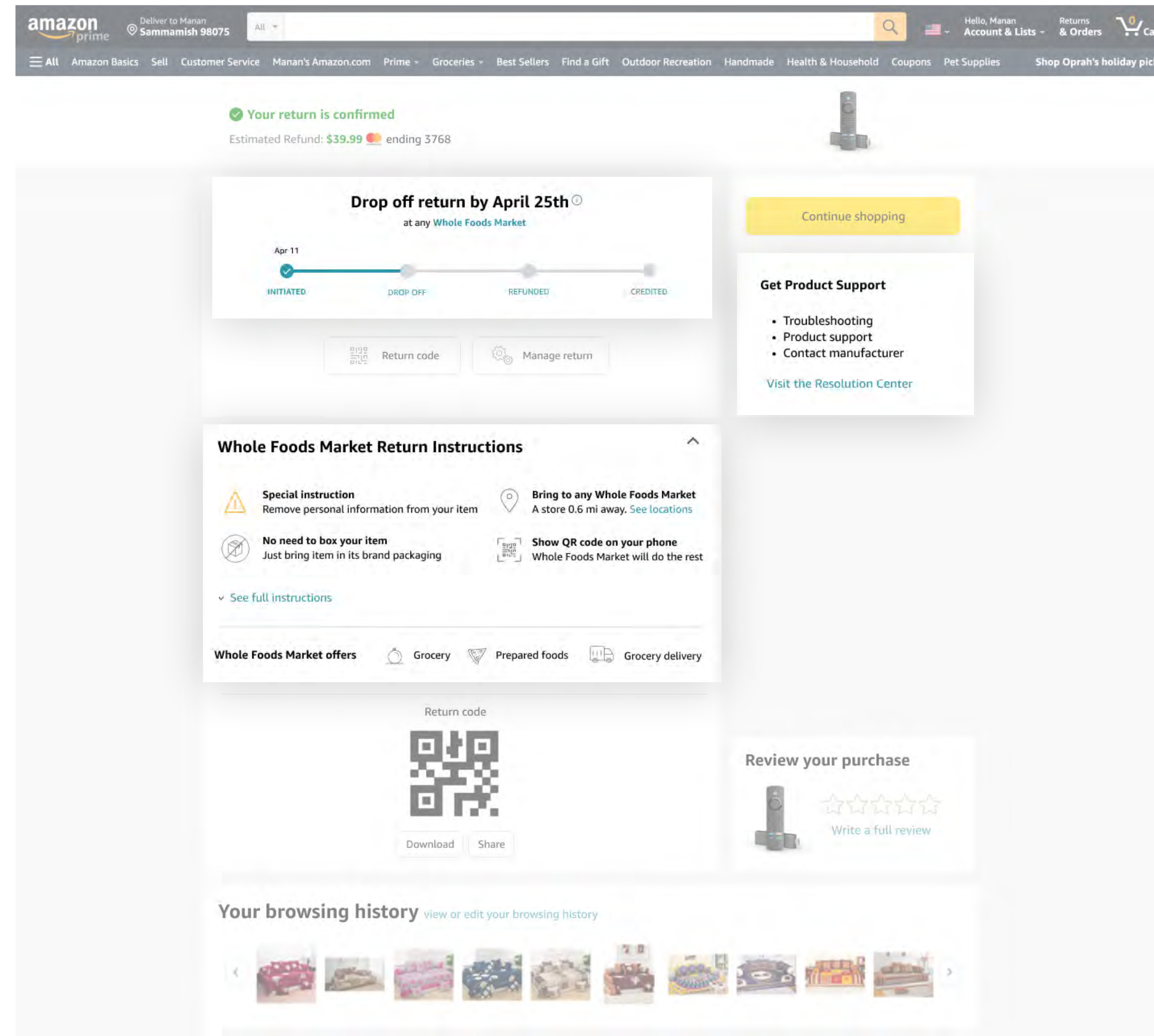


# Customer Feedback (New Experience)

\* Participants were not told which experience is current or new

## INDIA MARKETPLACE

“New experience is **more simple and easy to understand** as return page screen is clearly visible with multi colours like blue and white, instructions are highlighted in a bigger font and clearly visible, icons are relevant, get product support is highlighted and catchy compare to "Did you know" in current experience, status tracking is also simple and neat and **not occupying much space in the page as it is horizontal**. Amount refund information is more clear as it's showing the last 4 digits of card. The flow of tracking return is more clear on every page as on the top mentioned the statements like your return is in transit etc.”







# Customer Feedback (New Experience – Tracker)

\* Participants were not told which experience is current or new

## US MARKETPLACE

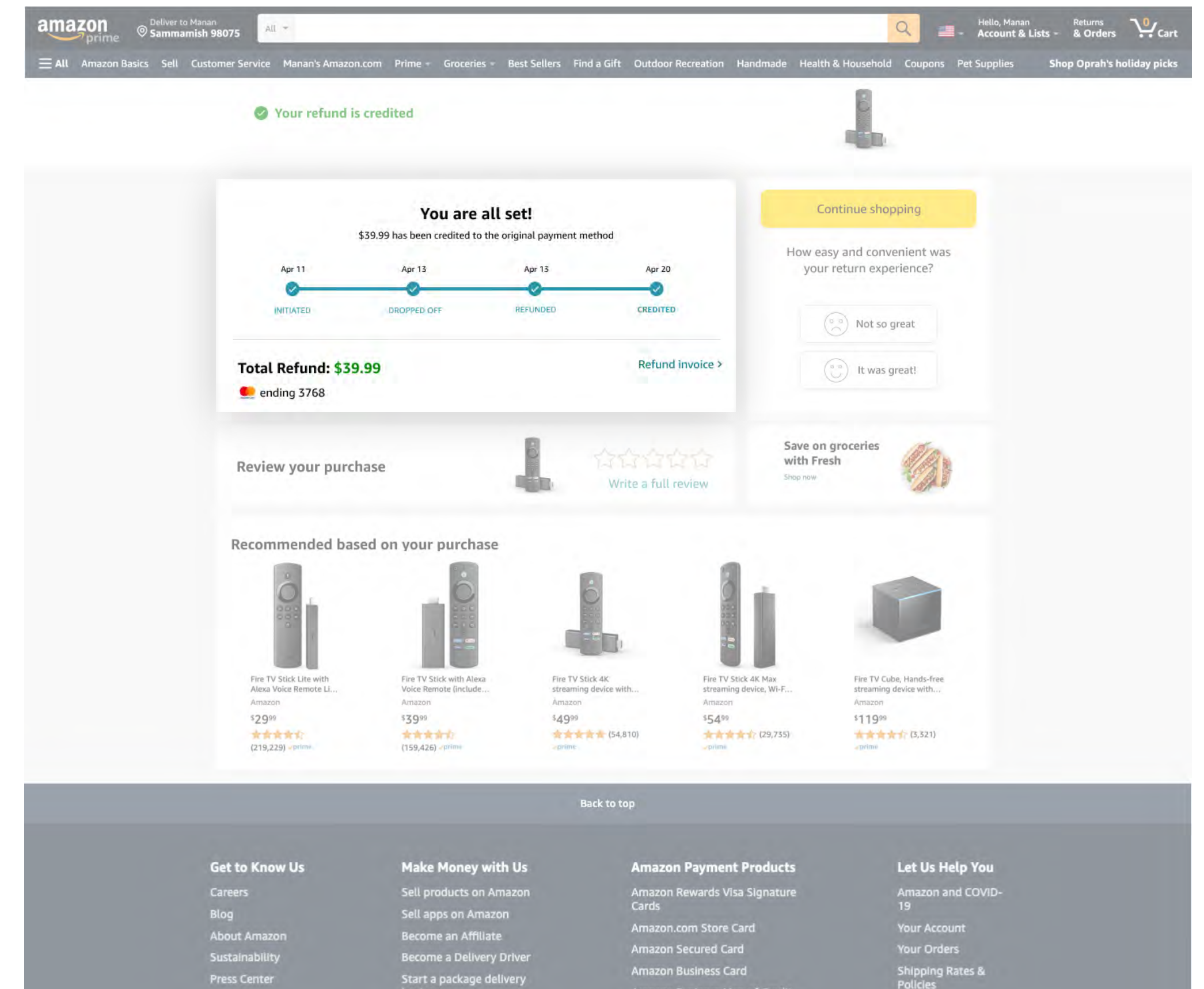
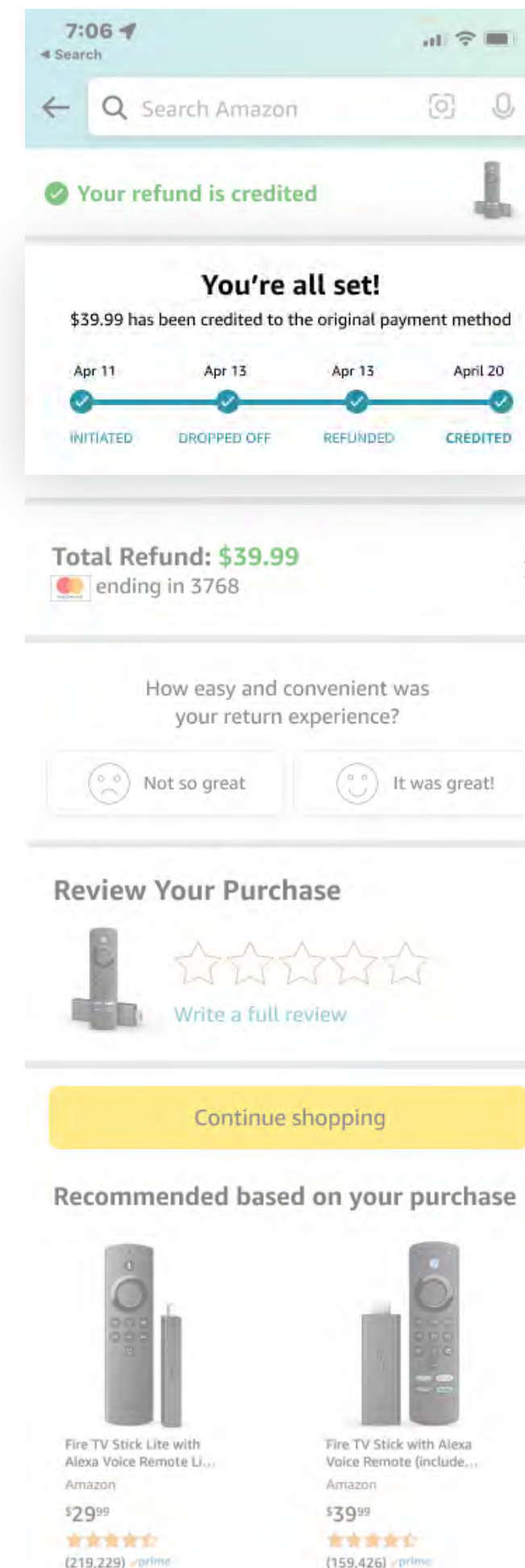
“They’re both easy processes to understand, I just thought the second experience did it a little better. I prefer the **horizontal timeline, going from left to right.**”

## US MARKETPLACE

“It was a lot cleaner to look at my phone, it wasn’t information overload. I like how the status bar is horizontal and smaller, it **takes up less space** on my phone.”

## NETHERLAND MARKETPLACE

“The new design is more pleasant because **it works horizontally so you have to scroll less.** There is less text and more images which makes it simpler because the images are self-explanatory.”

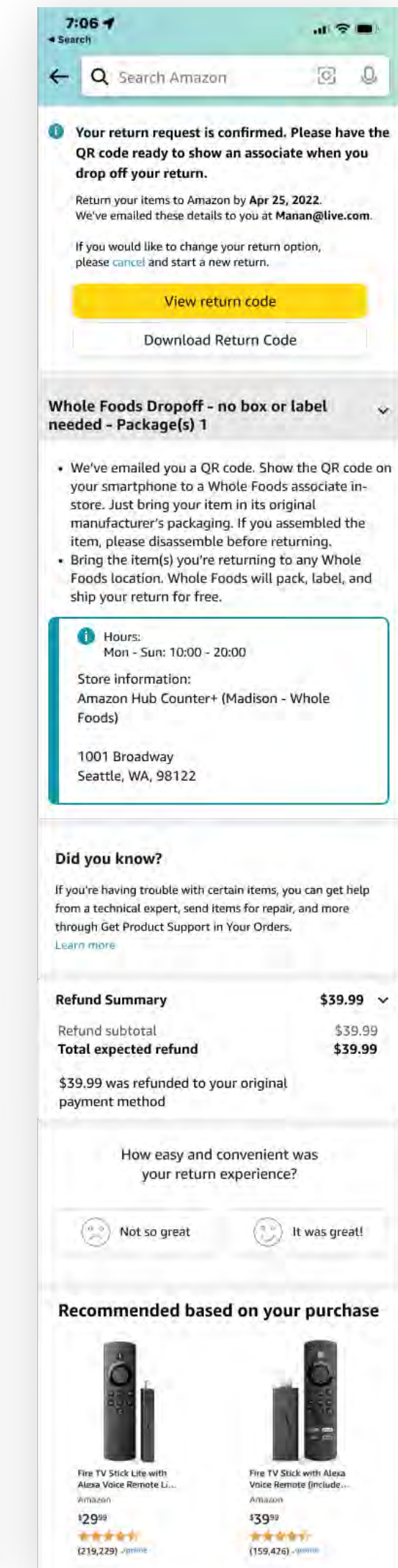
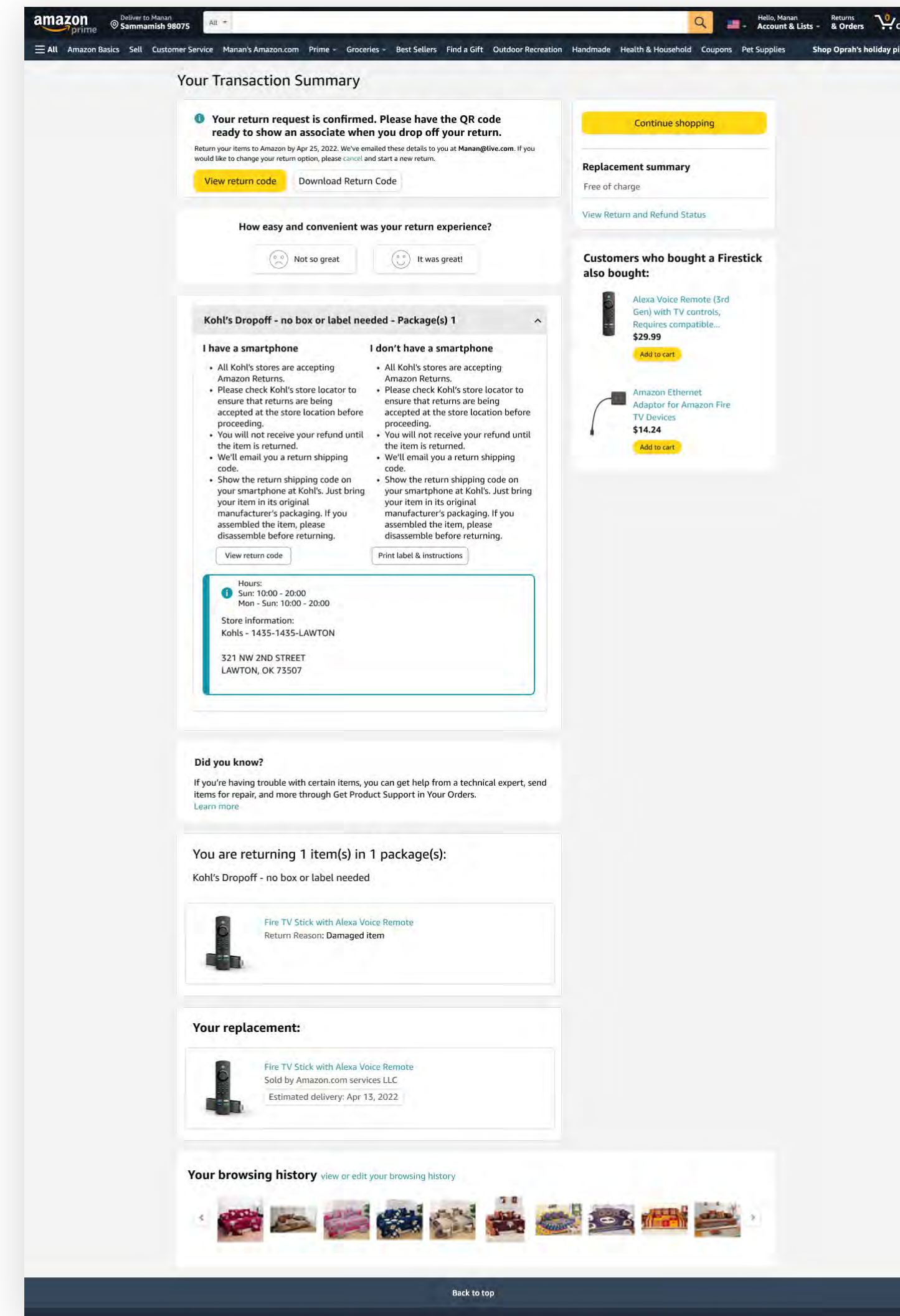






# Overall Customer Feedback (Current Experience)

- Dated
- Too much text
- Hard to understand
- Lengthy
- Distracting

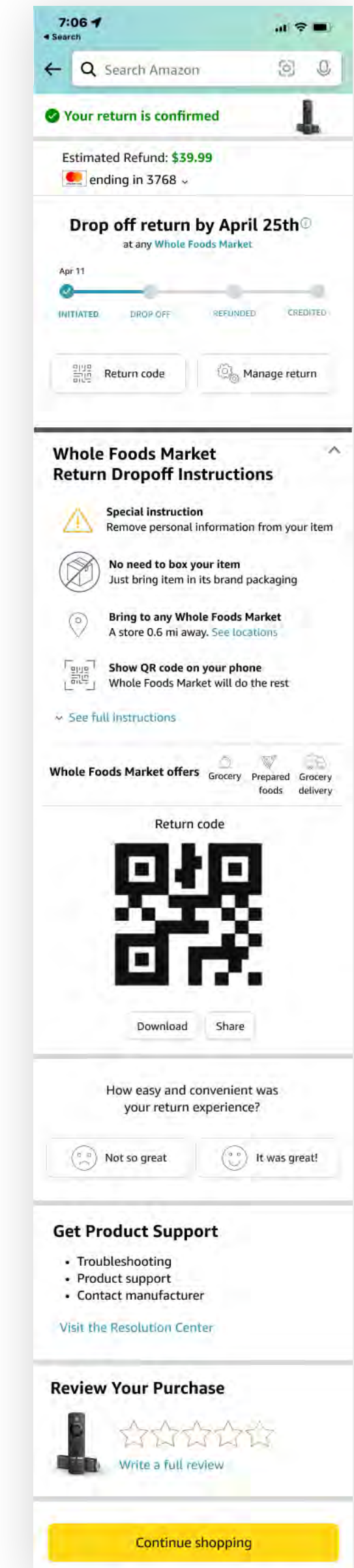
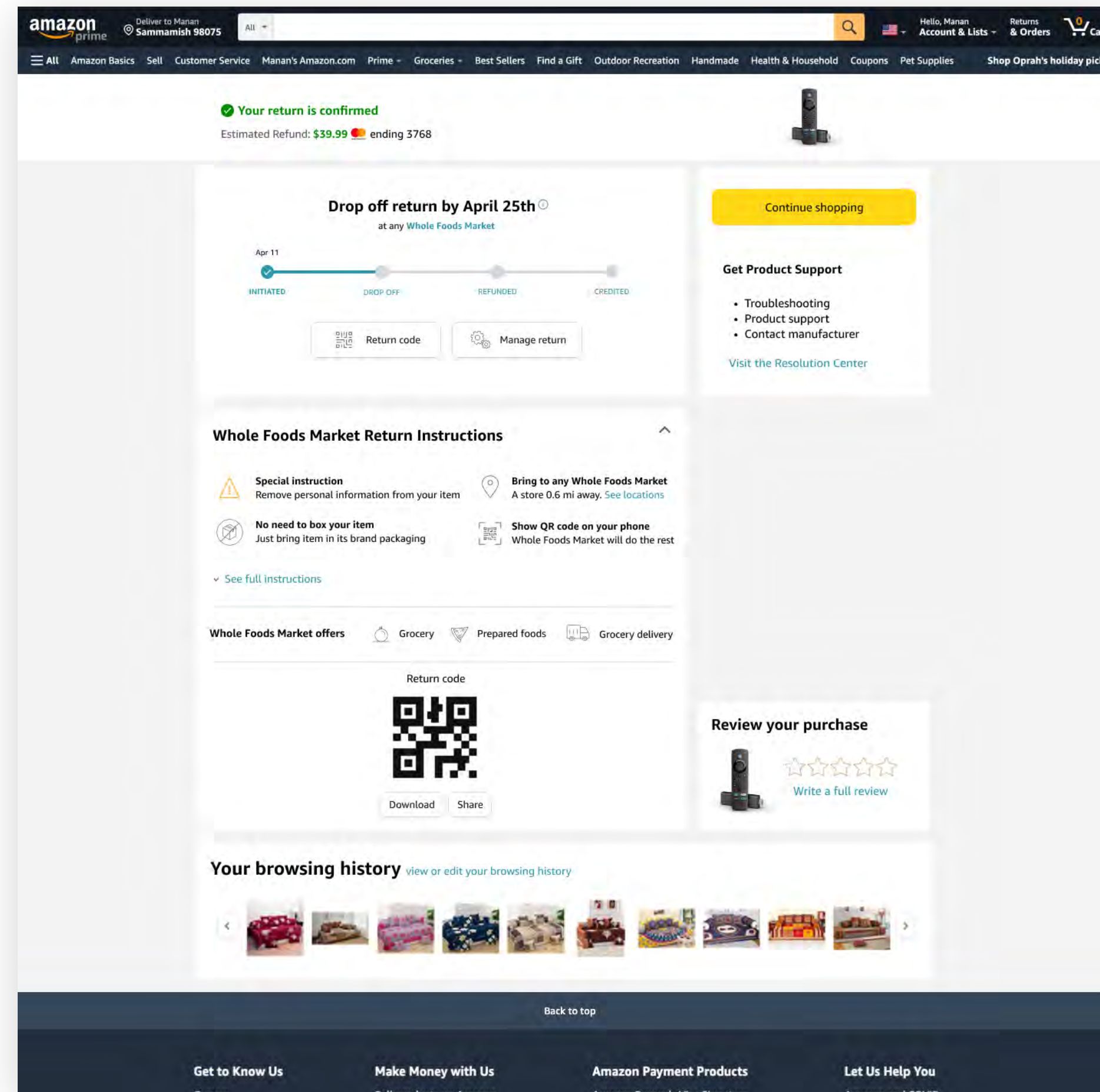






# Overall Customer Feedback (New Experience)

- More modern
- Visually pleasing
- Easier to understand
- Present important information without scrolling
- Logically organized
- Ability to rate the return experience







# Customers' Overall Preference

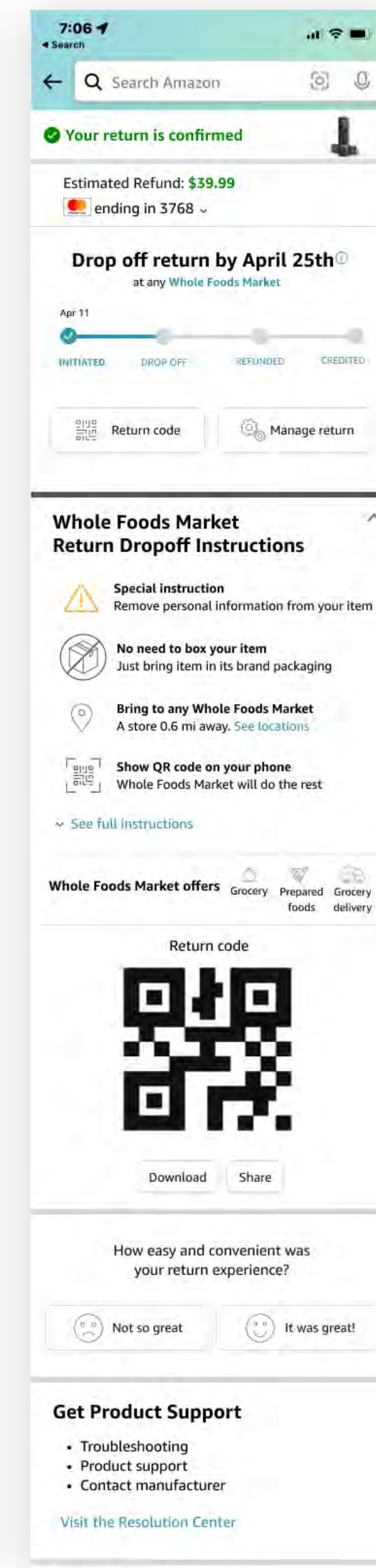
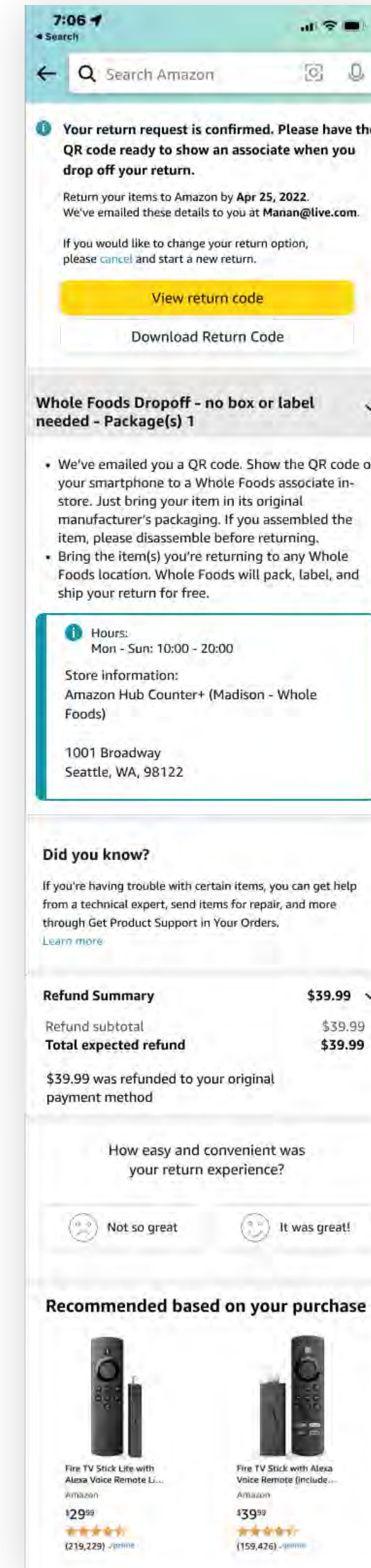
\* Average percentage calculated across 5 marketplaces

# 94%

## Prefer New Experience

# 6%

## Prefer Current Experience







# Actionable Insights

From research study



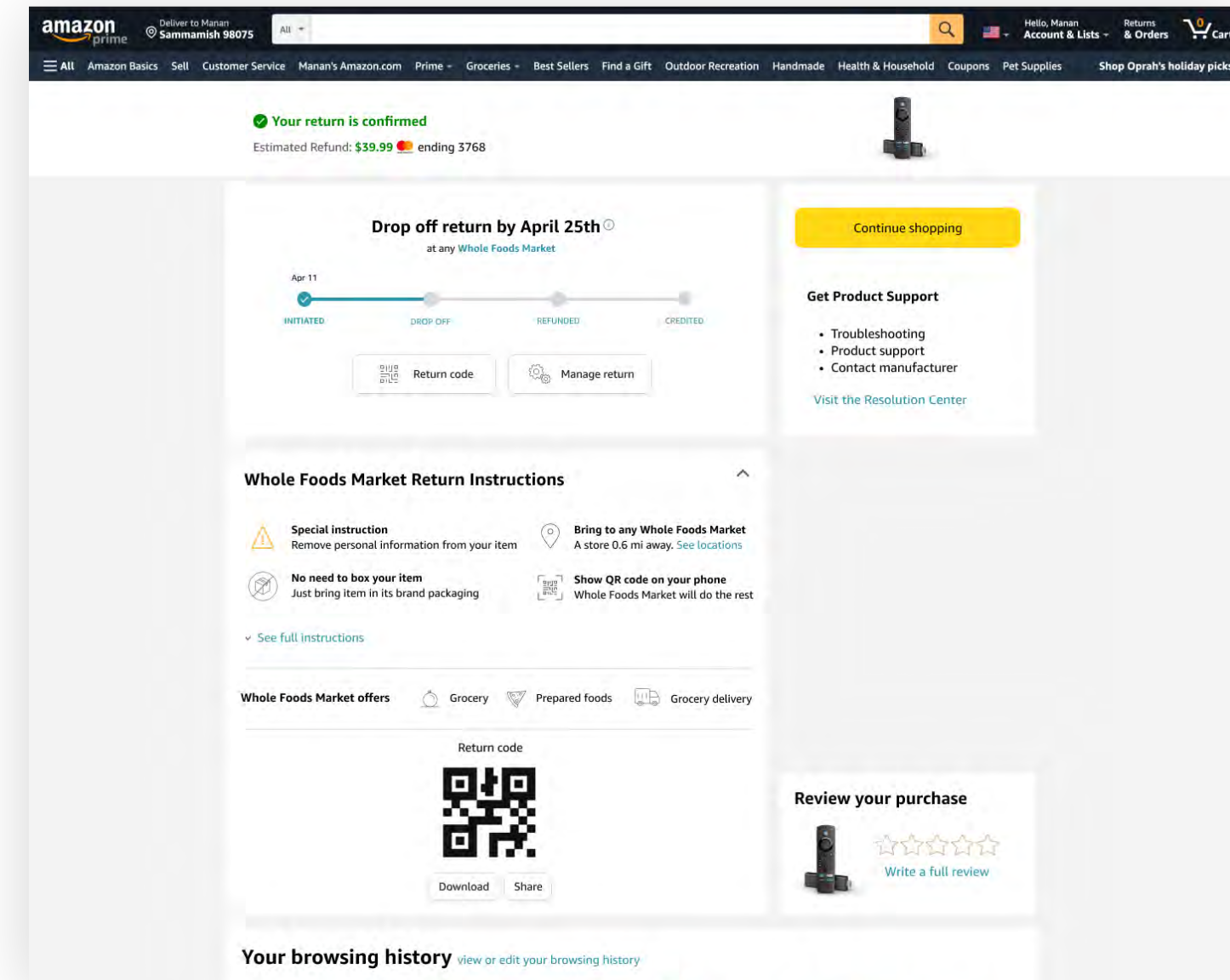
# Happy Path

Return summary page | Desktop

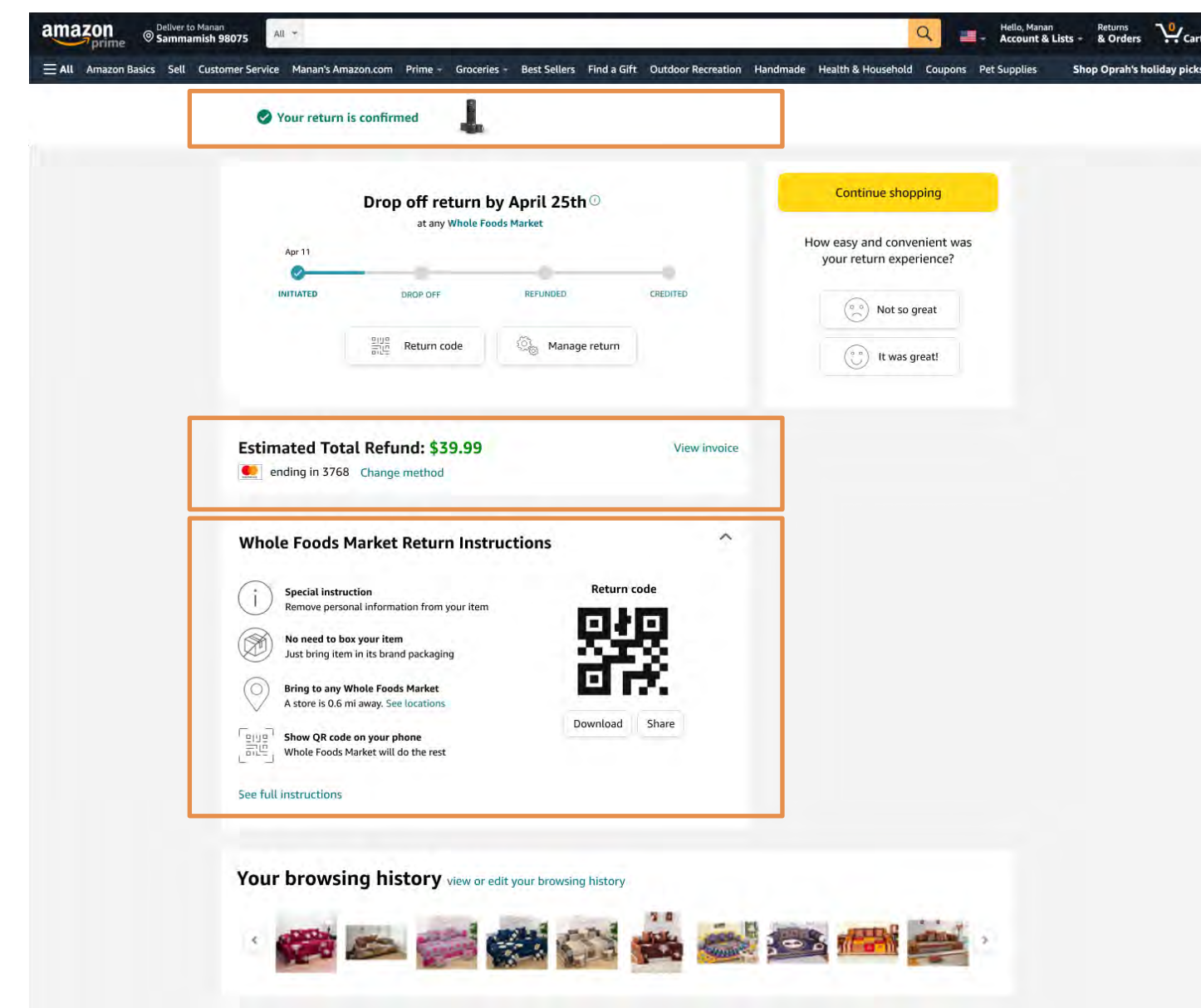
## Post-testing revisions

- Reduce banner space
- Refund is in its own module
- Add “change method” to the refund module
- Remove store offers to reduce noise
- Reorganize the instructions in one column
- QR code next to the instruction to reduce scrolling

Tested version



Post-testing version



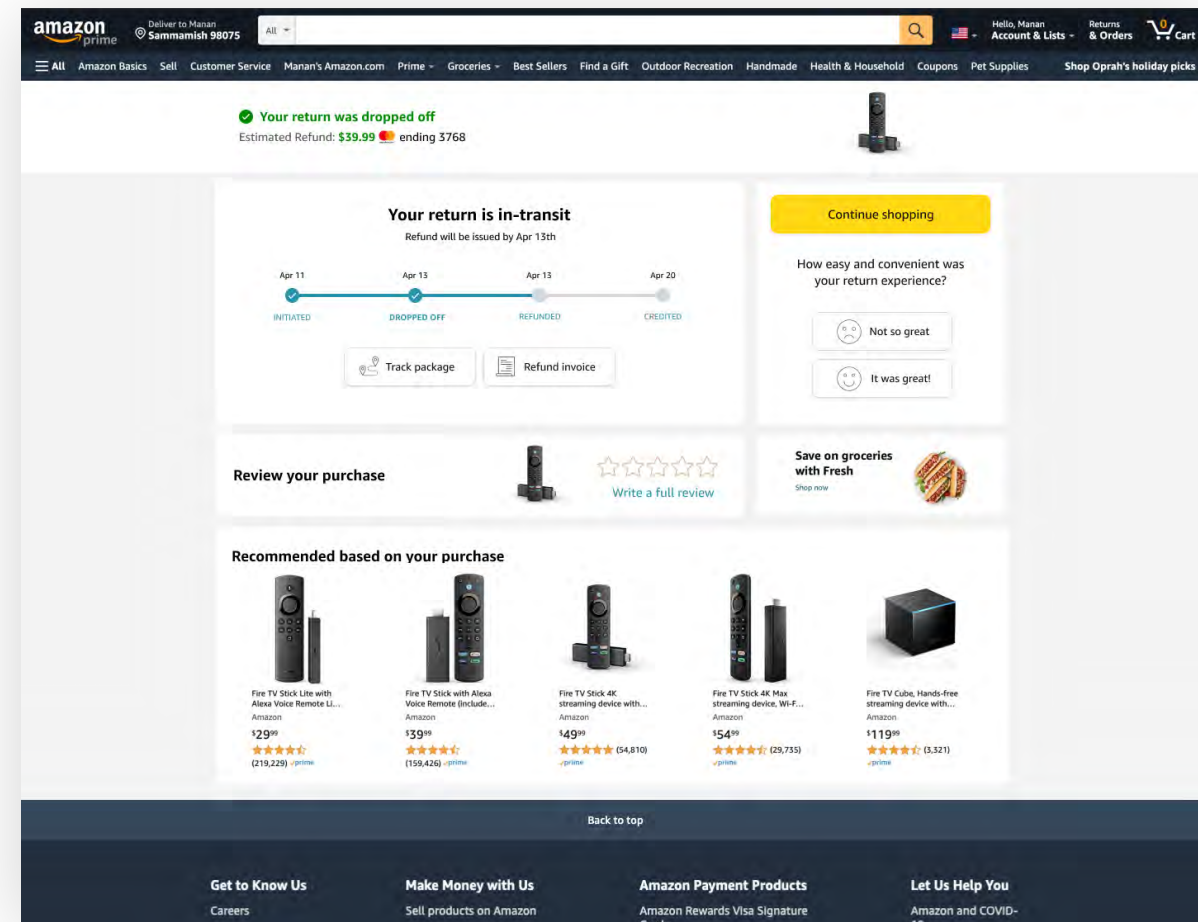




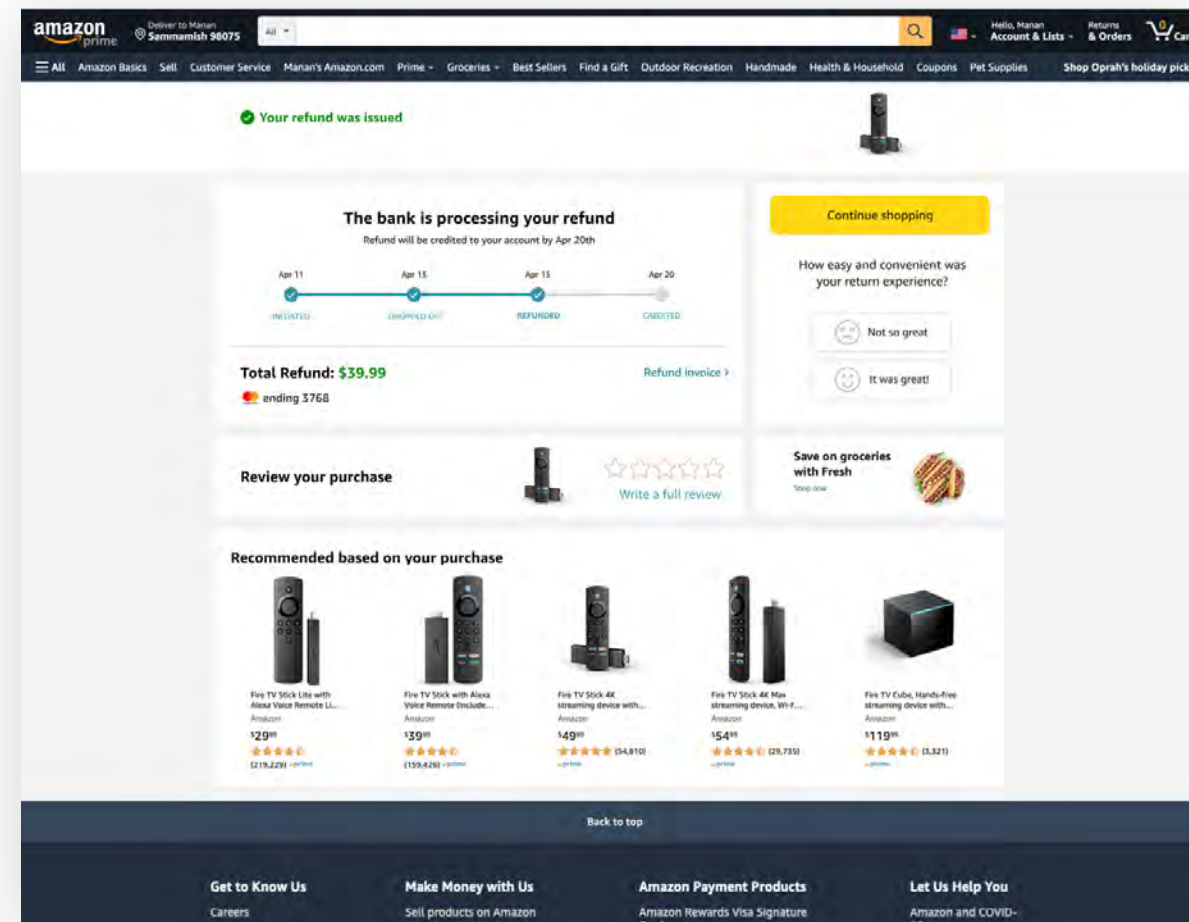
# Happy Path

Return and refund status pages | Desktop

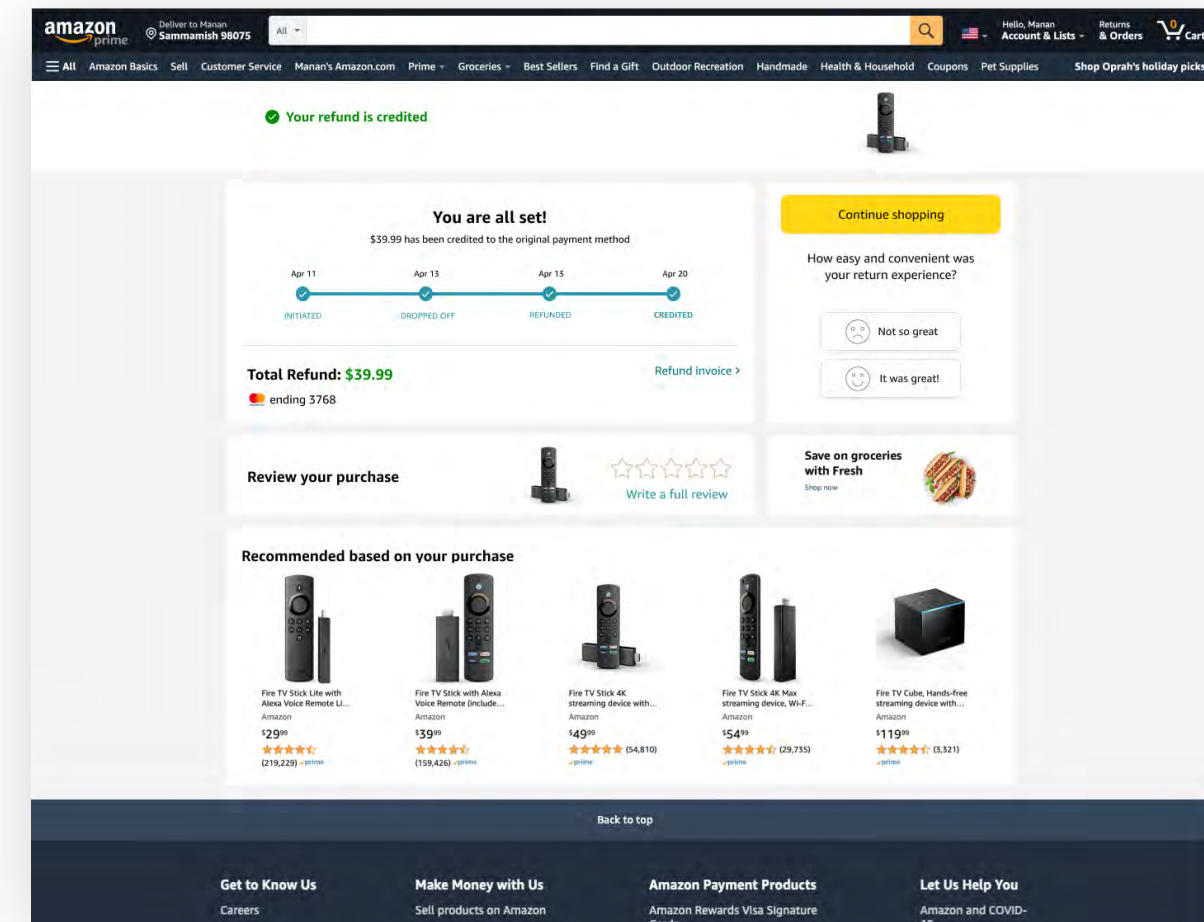
Tested version



Post-return

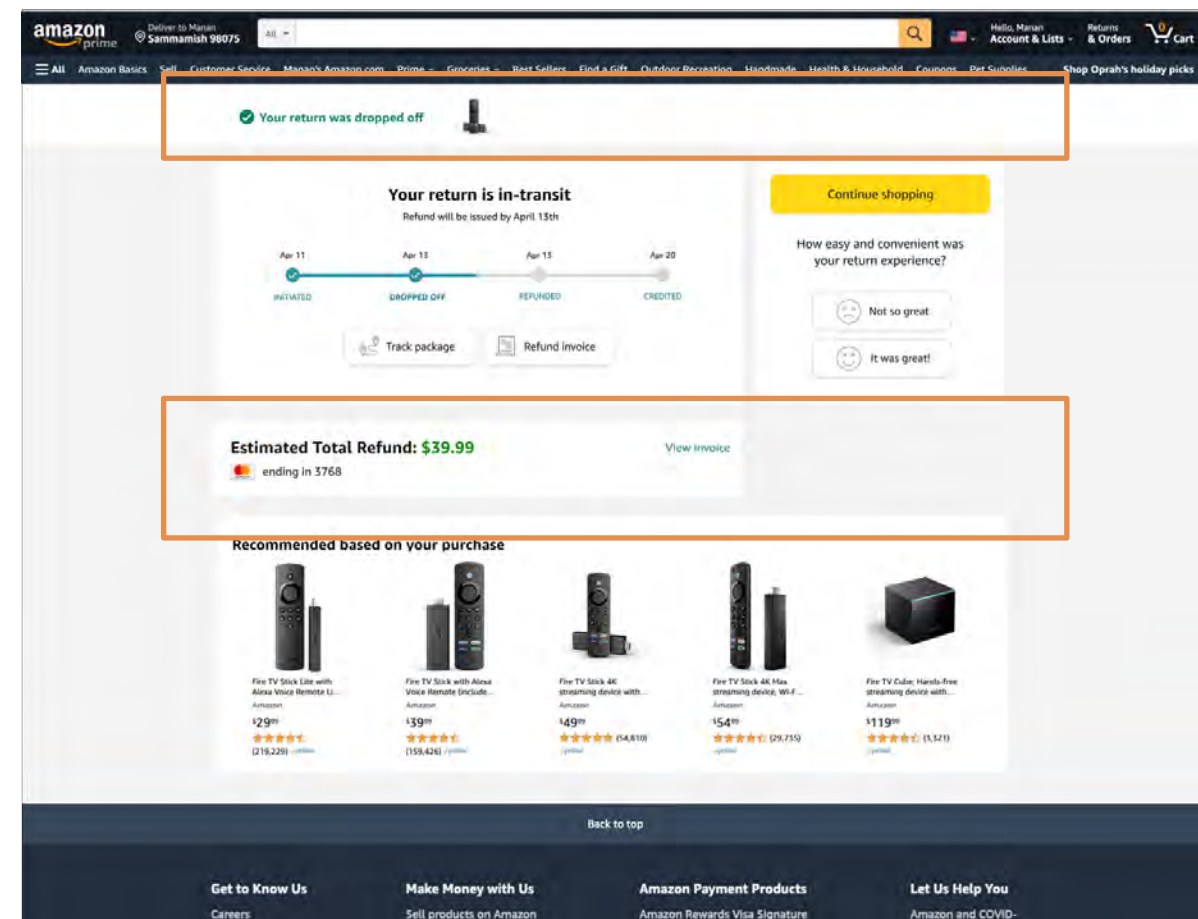


Refunded

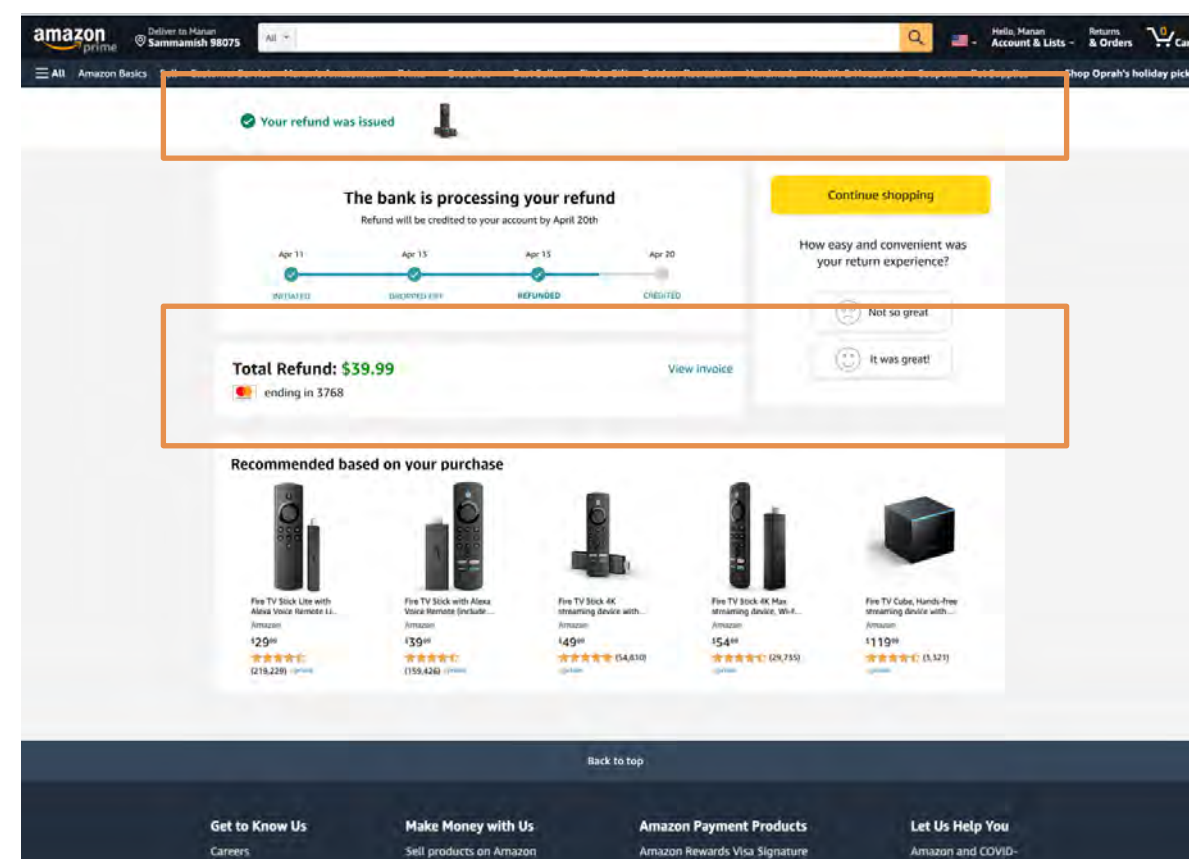


Credited

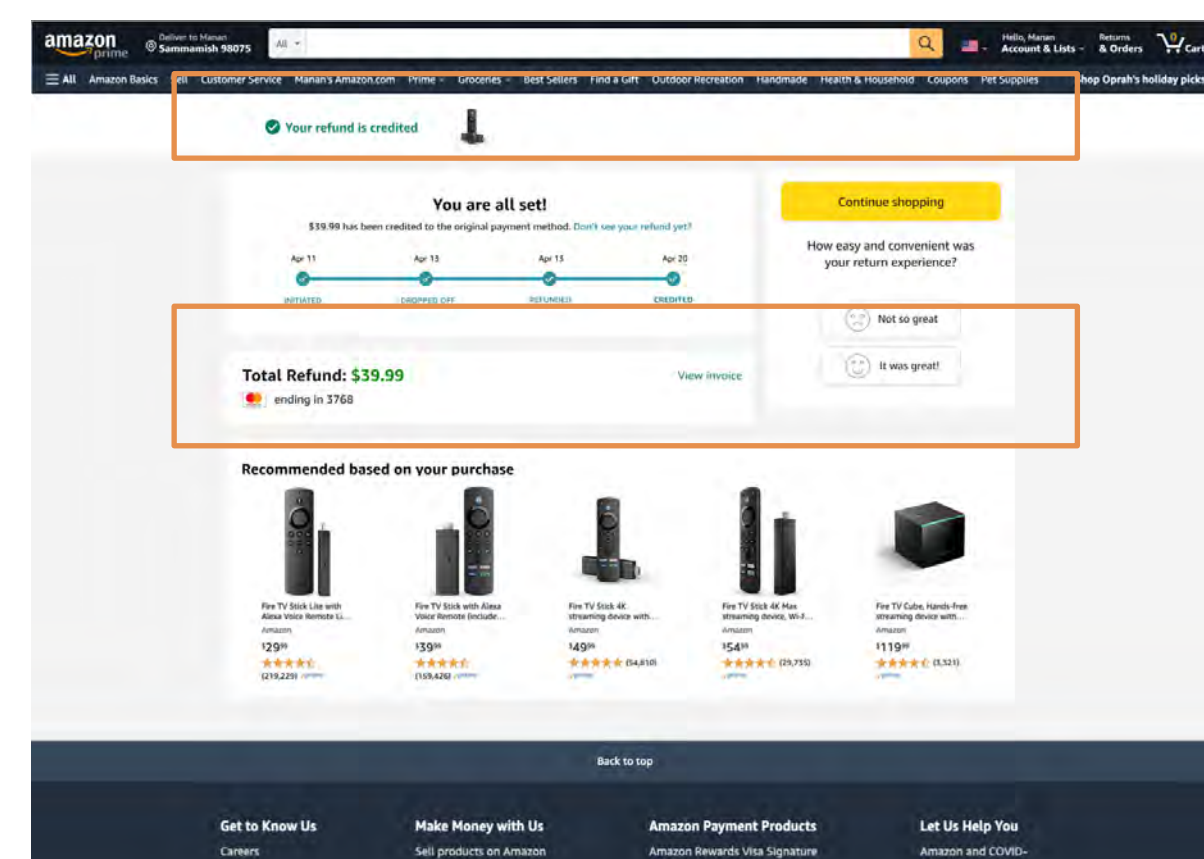
Post-testing version



Post-return



Refunded



Credited



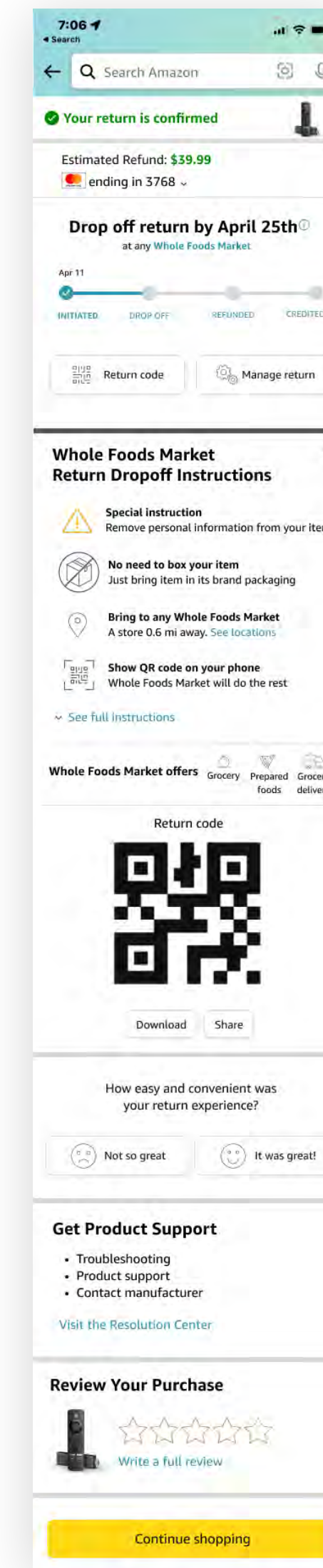


# Happy Path

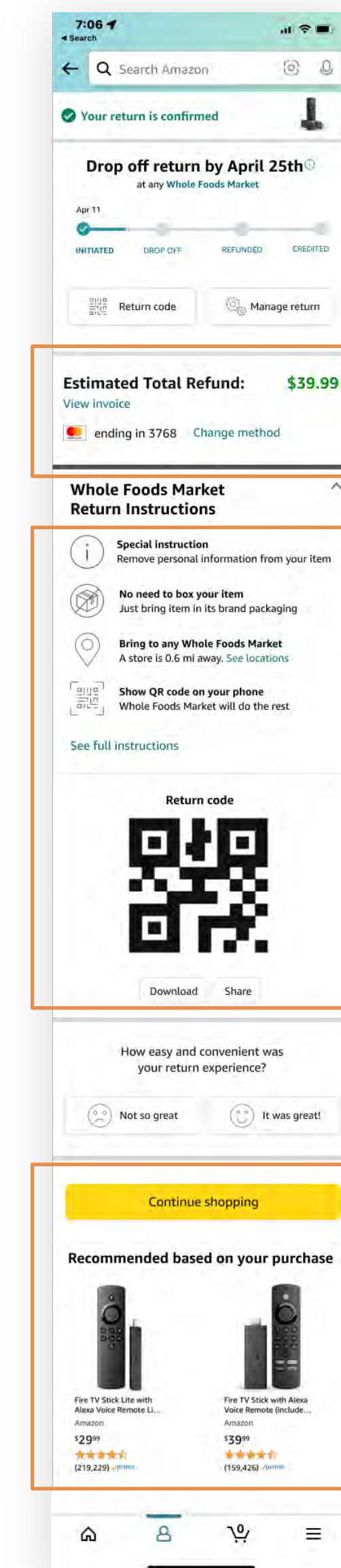
Return summary page | Mobile

## Post-testing revisions

- Refund is in its own module
- Add “change method” to the refund module
- Remove store offers to reduce noise
- Add Amazon recommendations at the bottom



Tested version



Post-testing version

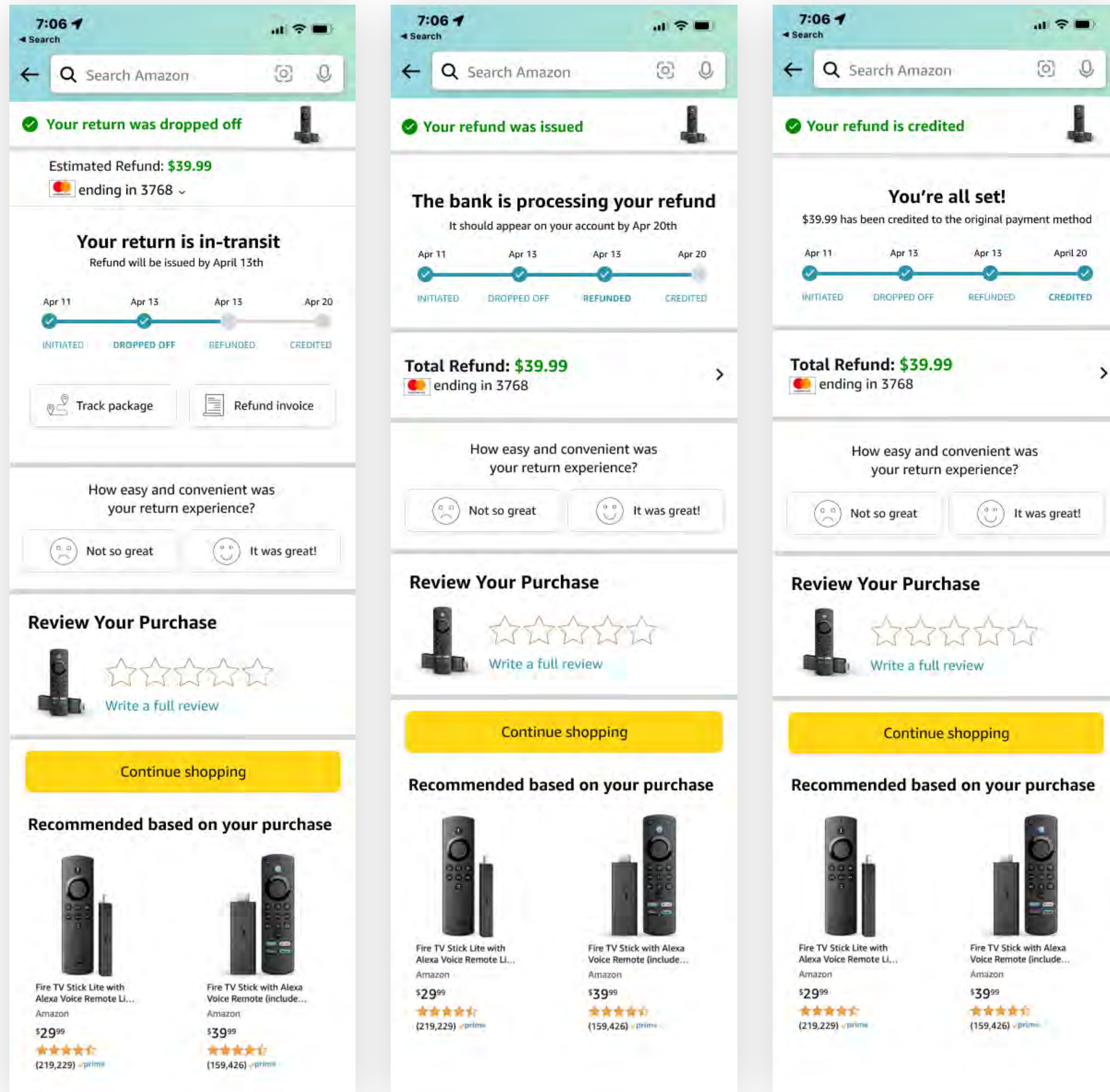




# Happy Path

Return and refund status pages | Mobile

Tested version

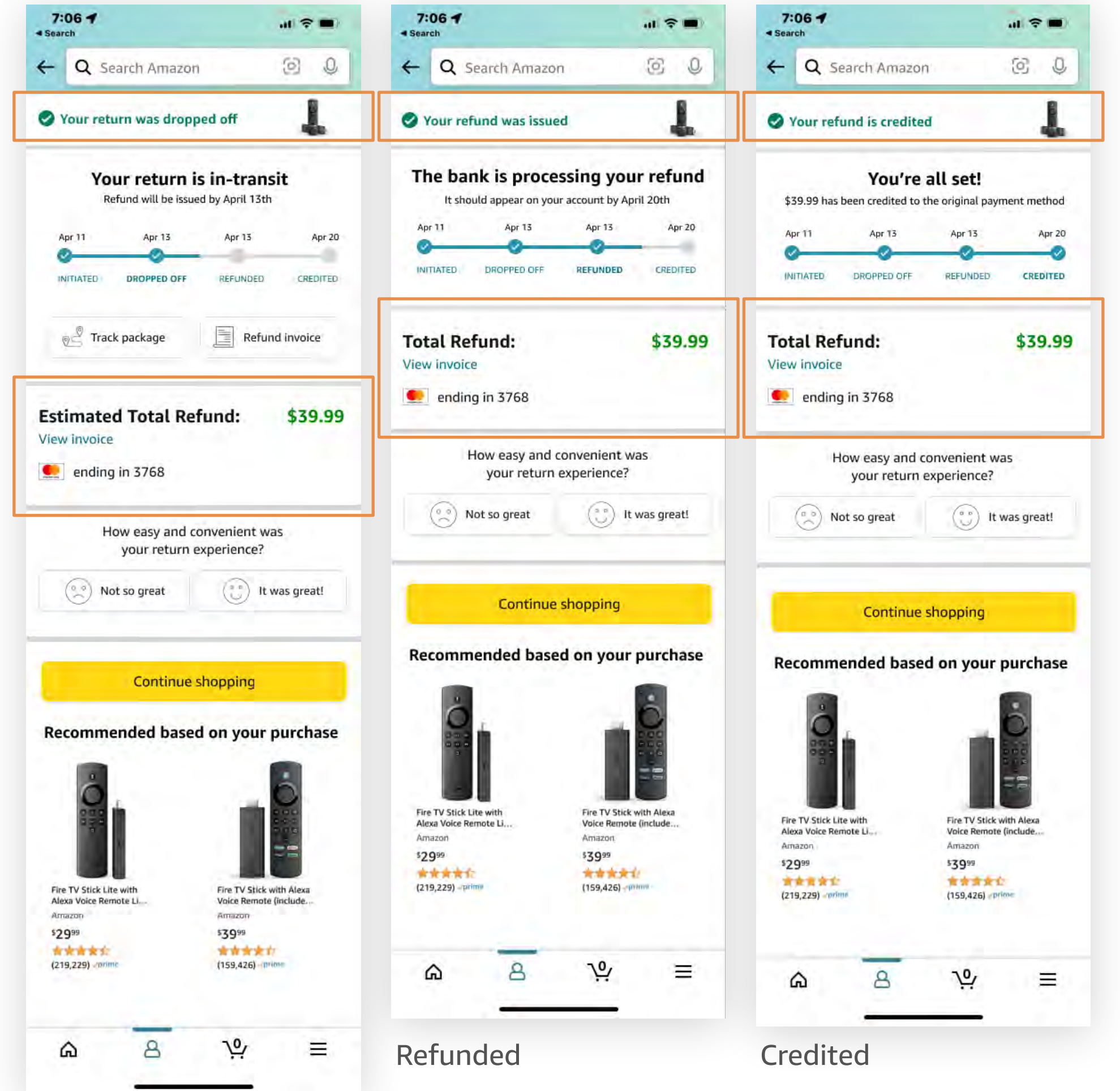


Post-return

Refunded

Credited

Post-testing version



Post-return

Refunded

Credited



# How we addressed top-line issues

From Customer Support Contacts





# Top-line Issues (Current Experience)

34%

Contacted customer support about refund status

## Problems

- Customers don't know what to expect beyond this state of the return
- The tracker doesn't show up until they leave this page and go to "check status"

**Your Transaction Summary**

**1 Your return request is confirmed. Please have the QR code ready to show an associate when you drop off your return.**

Return your items to Amazon by Apr 25, 2022. We've emailed these details to you at [Manan@live.com](mailto:Manan@live.com). If you would like to change your return option, please [cancel](#) and start a new return.

[View return code](#) [Download Return Code](#)

**Whole Foods Dropoff - no box or label needed - Package(s) 1**

- We've emailed you a QR code. Show the QR code on your smartphone to a Whole Foods associate in-store. Just bring your item in its original manufacturer's packaging. If you assembled the item, please disassemble before returning.
- Bring the item(s) you're returning to any Whole Foods location. Whole Foods will pack, label, and ship your return for free.

**Hours:**  
Mon - Sun: 10:00 - 20:00

**Store information:**  
Amazon Hub Counter+ (Madison - Whole Foods)  
1001 Broadway  
Seattle, WA, 98122

**Did you know?**  
If you're having trouble with certain items, you can get help from a technical expert, send items for repair, and more through Get Product Support in Your Orders.  
[Learn more](#)

**You are returning 1 item(s) in 1 package(s):**  
Whole Foods Dropoff - no box or label needed

	Fire TV Stick with Alexa Voice Remote Return Reason: Damaged item	\$36.09
Item Tax Refund		: \$3.90
Refund Subtotal		: \$39.99

[Continue shopping](#)

**Refund Summary**

Refund subtotal	\$39.99
Shipping (UPS dropoff points)	<del>\$0.00</del>
<b>Total estimated refund</b>	<b>\$39.99</b>

\$39.99 will be sent to your original payment method

[View Return and Refund Status](#)

**Customers who bought a Firestick also bought:**

- Alexa Voice Remote (3rd Gen) with TV controls, Requires compatible...  
**\$29.99**  
[Add to cart](#)
- Amazon Ethernet Adaptor for Amazon Fire TV Devices  
**\$14.24**  
[Add to cart](#)



# Top-line Issues (Current Experience)


31%

Contacted customer support about return or refund issues

## Problems

- Customers don't know when they will get the refund

**Return/Refund Status**

 **Fire TV Stick 4K streaming device with...**  
\$36.09

**Return requested**  
\$39.99 will be sent to your original payment method

[Details -](#)

**Return Progress:**

- Apr 11  Return started
- Apr 13  Dropped off
- Refund sent once we get the item
- Refund on your original payment method

**Refund Summary**

Refund subtotal	\$39.99
Shipping (the Whole Foods Market Store locations only -- no label needed)	-\$0.00
<b>Total estimated refund</b>	<b>\$39.99</b>

\$39.99 will be sent to your original payment method

**Manage your return**

- [View order details](#)
- [Write a product review](#)

[Continue shopping](#)

[Back to top](#)



# Top-line Issues (Current Experience)

# 12%

Contacted customer support about **return processing delayed by fulfillment center**

## Problems

- At this state, there's nothing the customers could do or find out more about where the return is and when the refund will be issued

**Return/Refund Status**

**Fire TV Stick 4K streaming device with...**  
\$36.09  
[Details -](#)

**Return requested**  
\$39.99 will be sent to your original payment method

**Progress:**

- Apr 11  Return started
- Apr 13  Dropped off
- Refund sent once we get the item
- Refund on your original payment method

**Refund Summary**

Refund subtotal	\$39.99
Shipping (the Whole Foods Market Store locations only -- no label needed)	\$0.00
<b>Total estimated refund</b>	<b>\$39.99</b>

\$39.99 will be sent to your original payment method

**Manage your return**

[View order details](#)

[Write a product review](#)

[Continue shopping](#)

[Back to top](#)





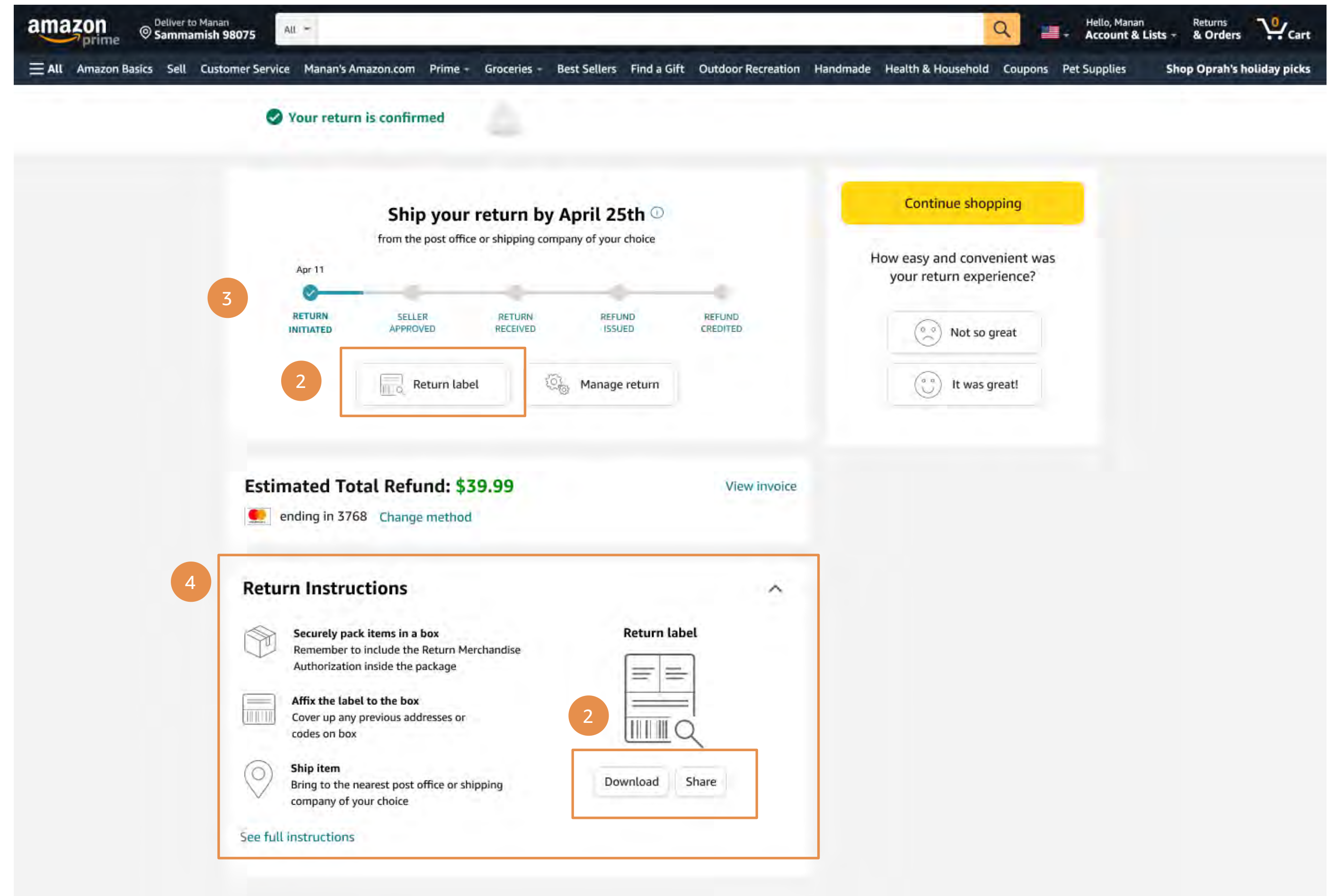
# Solutions (New Experience)

## Pre-dropoff

27%

Contacted customer support pre-drop off

	1. Return issues	2. Request a label	3. Check status	4. How to return
Non-RFS Refunds	34	33	23	11
RFS Refunds	35	27	21	13



1 Return issues

Return issues are the overall return experience issues beyond design or functionality of the post-return experience pages



# Solutions (New Experience)

Post-dropoff within 7 days

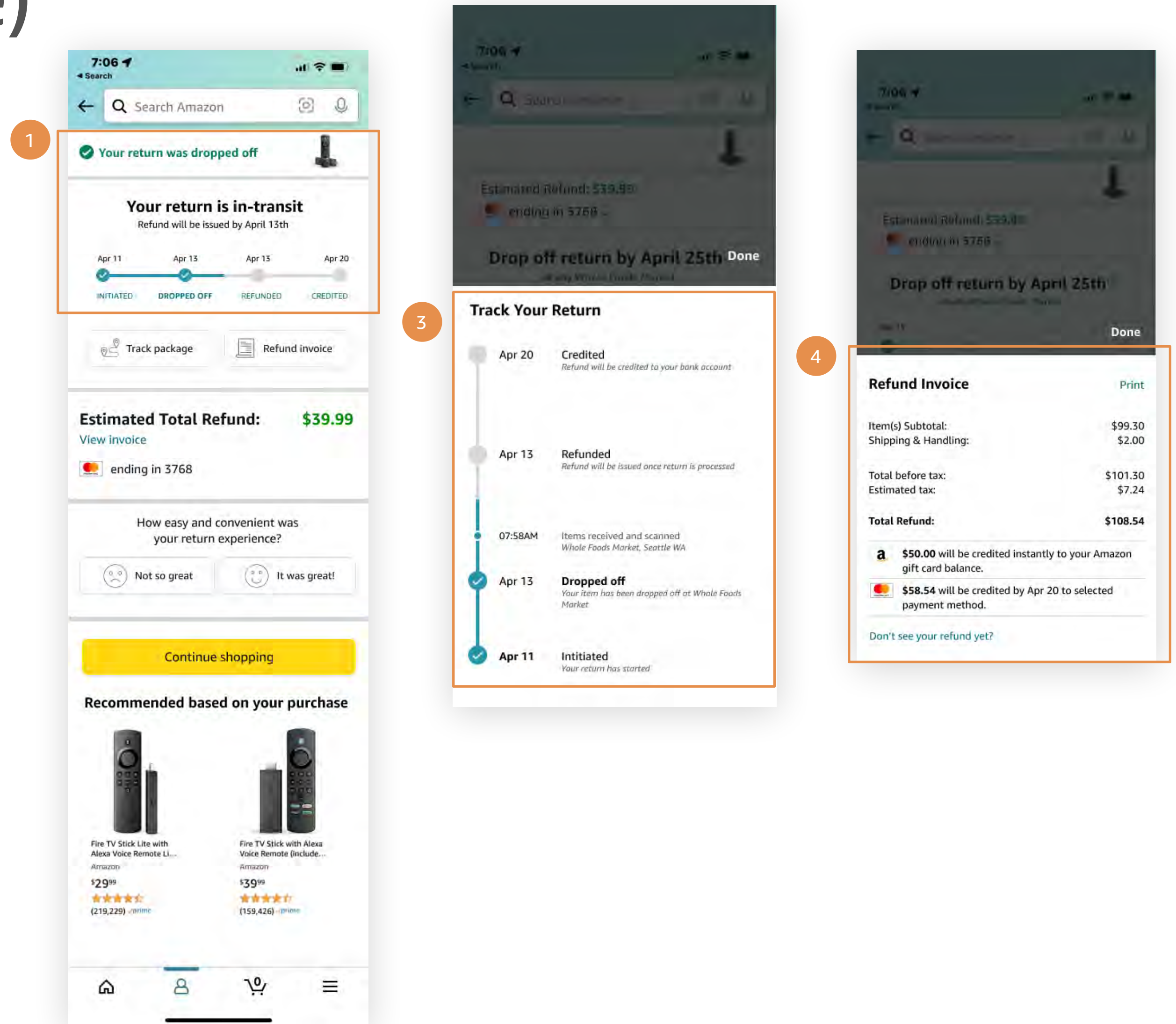
# 28%

Contacted customer support post-drop off within 7 days

	1. Check status	2. Return issues	3. Return delayed by FC	4. Incorrect refund
Non-RFS Refunds	48	19	17	1
RFS Refunds	48	40	6	3

## 2 Return issues

Return issues are the overall return experience issues beyond design or functionality of the post-return experience pages







# Solutions (New Experience)

Post-dropoff within 14 days

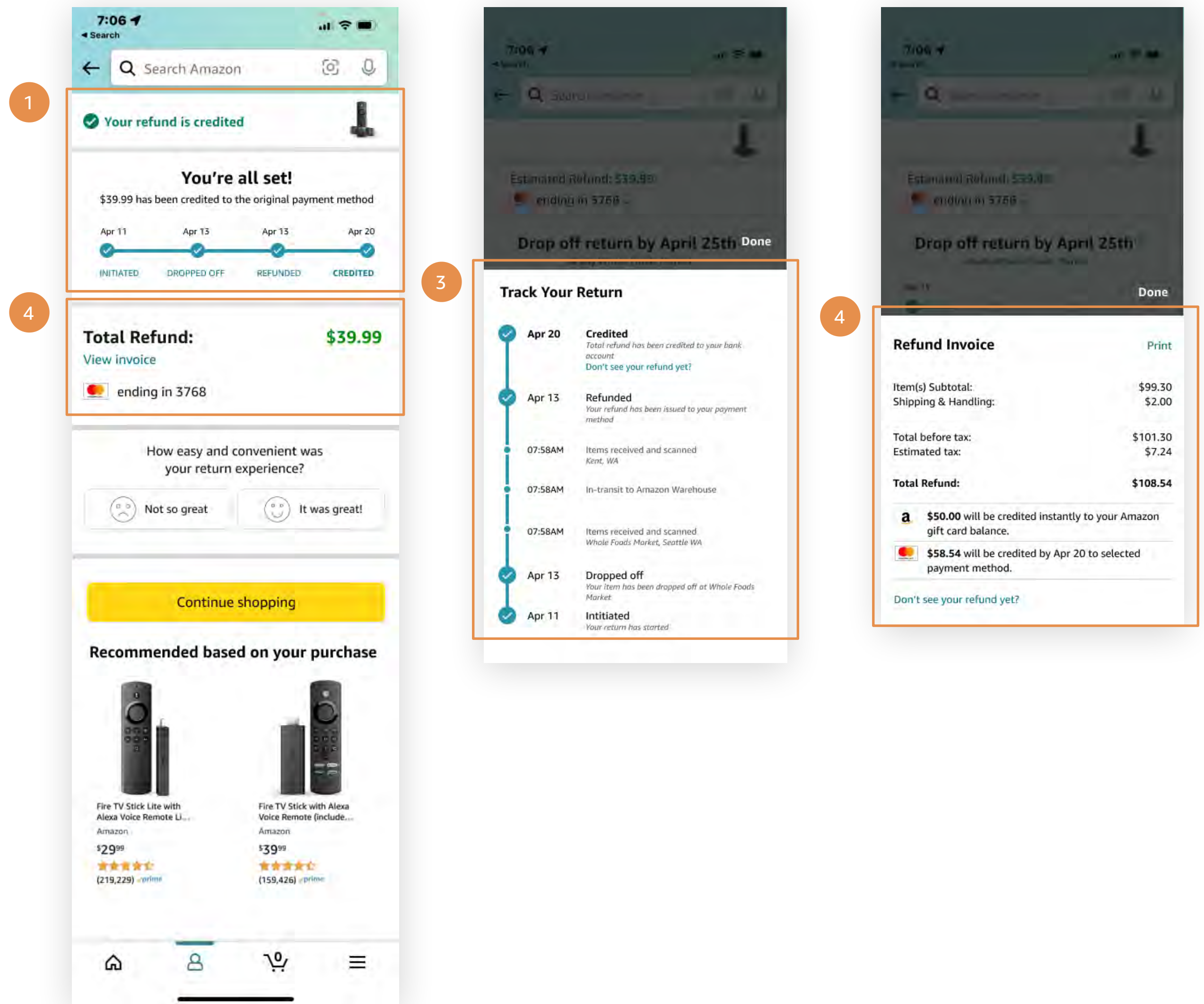
# 16%

Contacted customer support post-dropoff within 14 days

	1. Check status	2. Return issues	3. Return delayed by FC	4. Incorrect refund
Non-RFS Refunds	44	17	30	1
RFS Refunds	55	33	7	2

## 2 Return issues

Return issues are the overall return experience issues beyond design or functionality of the post-return experience pages







# Solutions (New Experience)

Post-dropoff beyond 14 days

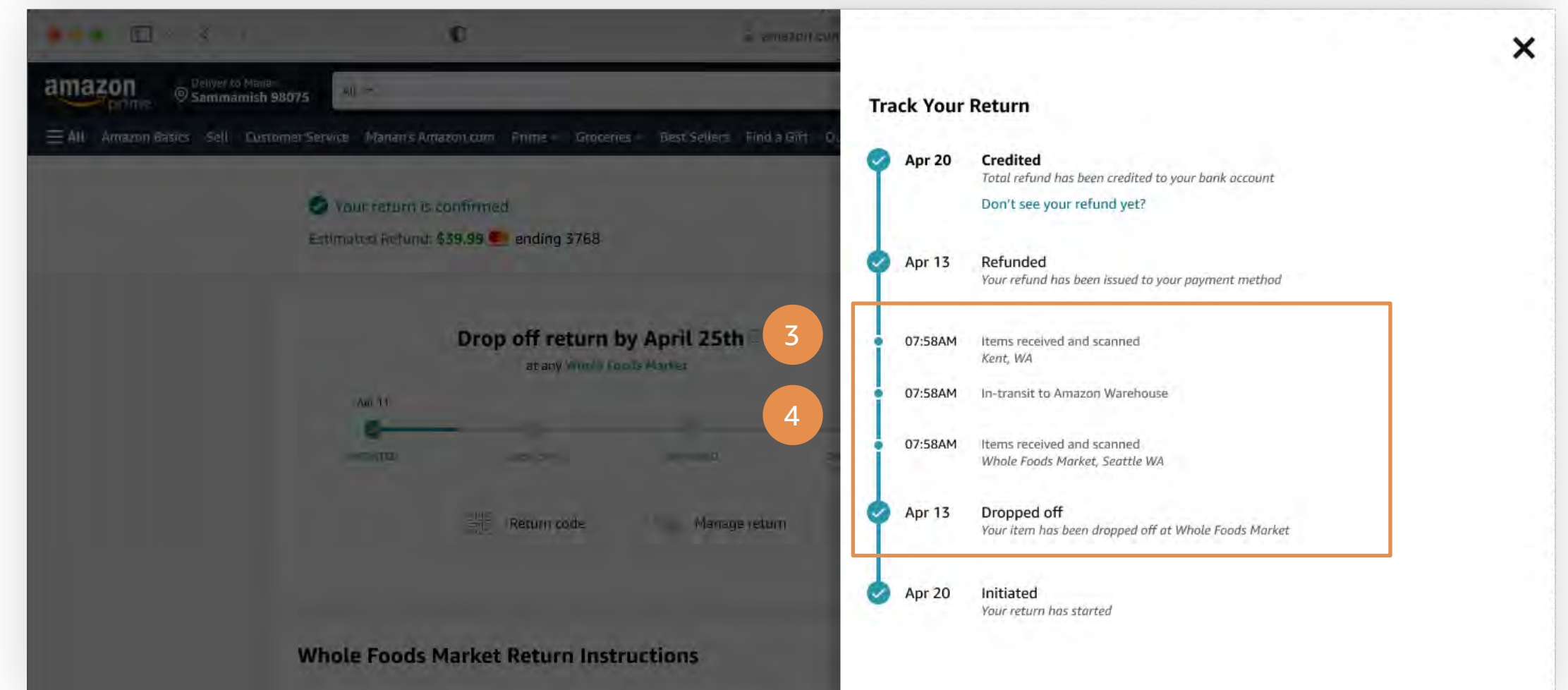
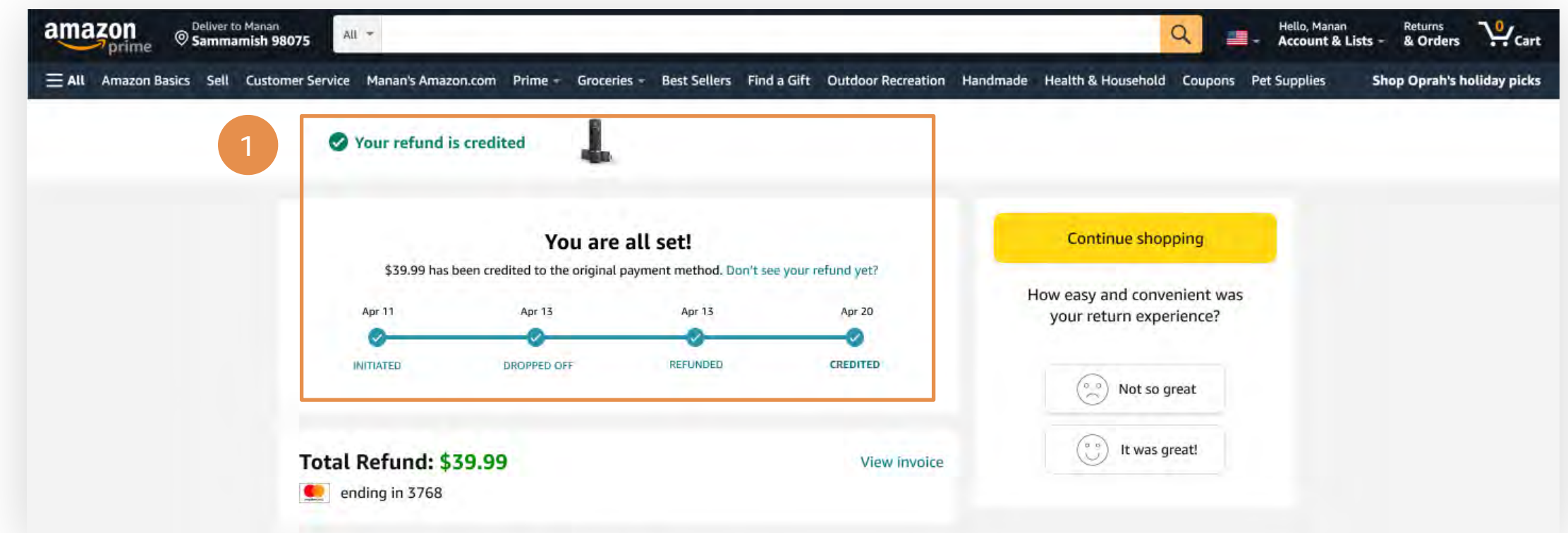
24%

Contacted customer support post-dropoff beyond 14 days

	1. Check status	2. Return issues	3. Return delayed by FC	4. Return delayed in transit
Non-RFS Refunds	36	16	41	3
RFS Refunds	40	44	12	1

2 Return issues

Return issues are the overall return experience issues beyond design or functionality of the post-return experience pages



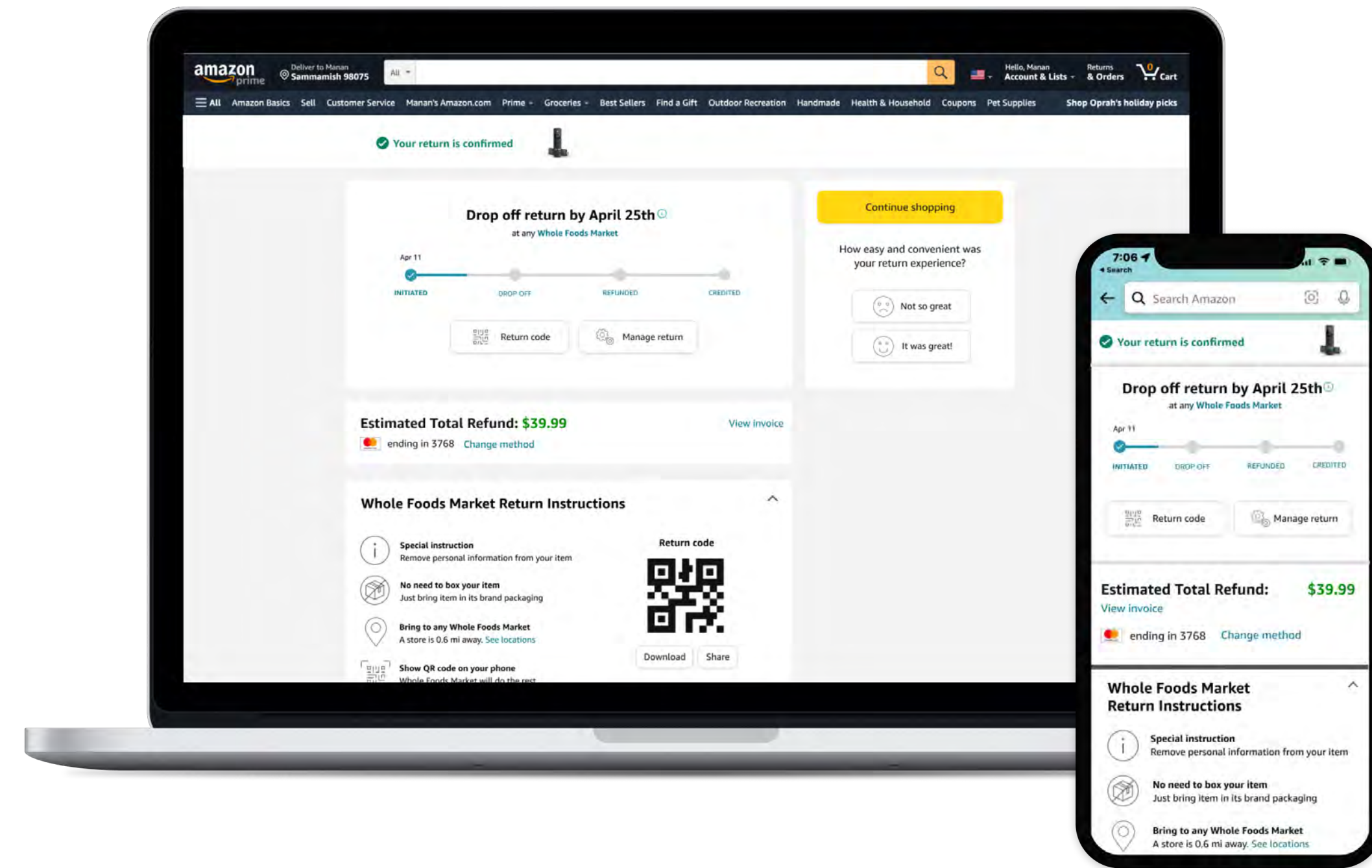


# Project Outcomes



## User outcomes

- Reduce distractions
- Keep customers focused on completing the primary tasks
- Clear, transparent refund information
- Organized and simplified return instructions



## Business outcomes

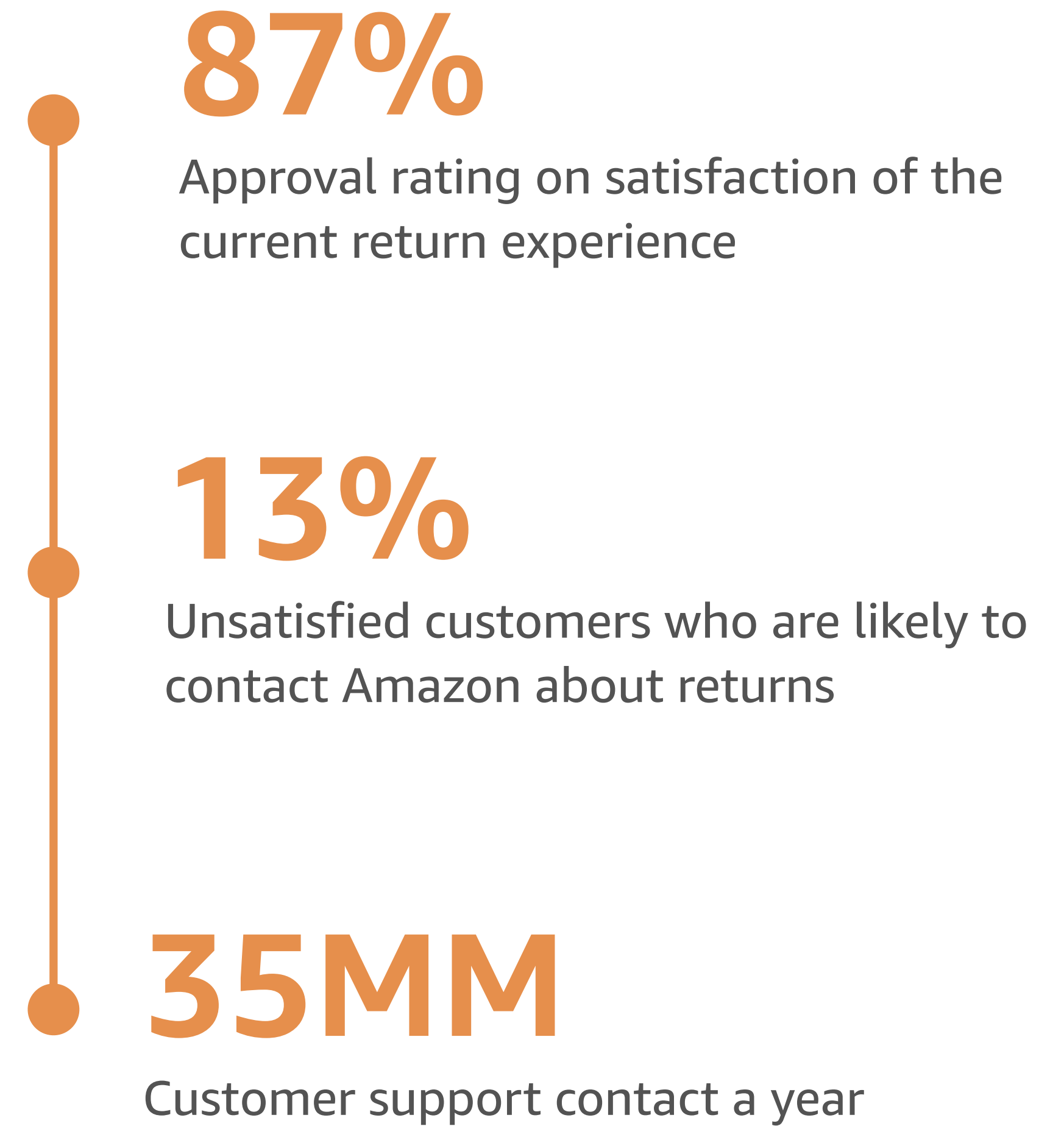
- Plan to reduce customer support contacts by 1MM or at least 3% per year
- NPS improvement
- OPS uplift by surfacing similar product recommendations across all return tracking touch points
- Increase shopping time for customers rather than the time it takes to return





# Projected outcomes

Current return experience





# Projected outcomes

New return experience





# Appendix





UpTop is a full service user experience design and development agency.

We work with internal teams like an embedded agency to create human experiences, improving the lives of our clients and their customers.

(206) 521-5700

[info@uptopcorp.com](mailto:info@uptopcorp.com)

[uptopcorp.com](http://uptopcorp.com)

255 S King, Suite 800

Seattle, WA 98104