

# VAI ANSWERS THE QUESTION: WHAT'S THE QUICKEST WAY TO IMPROVE RETURN LOGISTICS?

July 24th, 2019 • Inbound Logistics • Bob Ferrari

Q: What's the Quickest Way to Improve Return Logistics?

**A: Implement a logistics system that verifies and tracks deliveries for a streamlined process.**

**Pete Zimmerman**  
**North American Software**  
**Sales Manager**  
**VAI**

A: Make sure information systems, distribution networks, and transportation capabilities work together seamlessly.

*Perry Belcastro*  
*Senior Vice President, Fulfillment Services*  
*Saddle Creek Logistics Services*

A: Leverage artificial intelligence to identify key drivers causing returns/claims. This can provide insights that can be used to optimize delivery, reduce volume,

and provide critical information to engineering to improve products.

*Tom Maher*  
*Senior Vice President*  
*Dell EMC, Global Services*

A: Aim for transparency in all key touchpoints, such as return status and pricing. Give customers as much information as possible.

*Eric Sabo*  
*Head of Business Development and Partnerships*  
*Boxzooka*

A: Invest in boxes designed to comply with shipping regulations without requiring extra fillers and that arrive preassembled and prelabeled.

*Bill Barger*  
*Sr. Packaging Product Manager*  
*Labelmaster*

A: Make it simple for customers by providing packaging, shipping labels, and free shipping. Work

closely with your delivery partners to understand associated costs.

*Brian Broadhurst*  
*Vice President*  
*Transportation Solutions*  
*Spend Management Experts*

A: Ensure the quality of the items currently in high return are reviewed. Pay attention to the common return reasons, then continue down the line for each item. Have a team member review the product description and photos to make sure they are accurate.

If the product does not work as described then it should be reevaluated for continued sale.

*Steven Platt*  
*Logistics and Supply Chain Professional*

A: Perform quality assurance checks for every product before it gets to outbound.

*Shina Oladeji*  
*Supply Chain Specialist*  
*Transport Services Limited*



**Vormittag Associates, Inc.**  
A Leader in Enterprise Management Software  
[www.vai.net](http://www.vai.net)