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Press release

Returns. A new trend in Polish "courier"

Poles are increasingly ordering and... returning products bought online. This growing trend in the e-commerce industry is very noticeable in the logistics industry, which must respond to the needs of customers. And these focus primarily on the convenience associated with the process of returning purchased items.

Already 70 percent of Poles who shop online admitted that in the last year they have used the option to return a product bought online, and 46 percent have done so as many times (Poles' Own Wallet 2023 Report). This means that a significant portion of packages that function in the e-commerce circuit are being returned to sellers again. Thus, both online stores and logistics companies need to respond quickly and flexibly to customers' needs, and these customers no longer care not only about convenient delivery options (49 percent of those surveyed), but also about an easy product return process (24 percent, Poles' Own Wallet Report 2022).

"Efficient and convenient returns of goods purchased online build trust in the store and increase its credibility in the eyes of customers. Therefore, in order to attract customers, it is worth taking care of a properly prepared returns policy and a proven partner who will perform such a service for a given store" says Anna Lason, Sales Project Coordinator with GLS.

The importance of this issue is stated by the respondents themselves. This is because every third of them admits that it happened to them that they did not send the product back, even though they were not satisfied with it. The main reason was a lack of desire to complete the return paperwork. Others included the lack of a free return option, or the fact that they were not satisfied with a free return option, such as by courier.

"In a return policy governed by consumer law, it is very important to choose the right delivery and returns company. Today, customers care above all about the flexibility provided by options for returning goods both by courier and at partner points located in stores or supermarkets. They want to be able to return a package quickly, without unnecessary formalities and at any hours - from morning to evening" says Anna Lasoń. As she adds, a customer who has not returned the goods in a store precisely because the return form is not suitable for him or her, or is too complicated, is unlikely to return to the online store. *"An efficient process and a well-developed*



returns policy are distinguishing features that prove the high quality of customer service, which significantly increase the attachment of customers to the store” - Anna Lasoń emphasizes.

What does it look like to return products quickly and conveniently?

E-commerce customers, who mainly buy clothing and accessories online, return 64 percent of their goods due to bad size, poor quality or damage. At the same time, they expect to avoid filling out a return form or logging into their account. They also want to return products free of charge.

“On top of this, of course, is the flexible return option. At GLS, customers can return items via courier and at Fast Parcel points, which we already have more than 6,000 across Poland. We also operate throughout Europe, which allows quick returns to online stores operating outside our country” - says Anna Lasoń.

Within the framework of cooperation with GLS, customers have a choice among such services as **ShopReturnService** (return of goods at a selected Fast Parcel point), **Pick&ReturnService** (pick up of parcels from a designated address and forwarding them to the sender) or **Pick&ShipService** (pick up of parcels from any address and forwarding them to another). An additional service, which works especially well when working with equipment service companies, is ExchangeService, which allows for parcel delivery and simultaneous collection of goods for return.

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About GLS Group

GLS Group is one of the largest independent courier service providers in Europe, with a developed active presence in almost all countries on the continent. Through a network of subsidiaries, it also operates in Canada and on the West Coast of the US. Every day, this allows GLS to efficiently deliver millions of packages and related stories to customers and communities. GLS manages its network proactively - it connects the markets it operates in a flexible and agile manner, responding to their rapid changes and dynamics. The company is proud to provide its customers with high-quality services in more than 40 countries. The GLS network consists of about 120 distribution centers, more than 1,600 branches, nearly 36,000 vehicles responsible for the final stage of delivery and more than 6,200 line cars. This guarantees excellent flexibility



and increased coverage. In 2022/23, GLS Group generated record revenues of €5.4 billion, delivering 862 million parcels in all markets served. For more information, visit gls-group.com.