

Return Merchandise Authorization

Return Merchandise Authorization (RMA) is a transaction whereby the recipient of a product arranges to return goods to the supplier to either:

- 1) have the product repaired or replaced
- 2) in order to receive a refund or to receive credit for another product from the same retailer or corporation within the product's predefined warranty period.

In all actuality, e-Commerce returns are known to improve sales. Effective RMA procedures keep customers satisfied, making them feel as though they've chosen a reliable online store. Furthermore, processing e-commerce returns through our online RMA system reduces the volume of returns, as well as the resources required to process each one. The volume of returns can also be reduced by issuing RMA numbers against each return.

Kaizen's RMA system creates a returns protocol when dealing with returns of any kind. This gives e-commerce companies an opportunity to examine, respond to, and reverse e-commerce return requests. For high-tech products, return rates can often be reduced by simply calling the customer and helping them understand the functions of their new product.

The system works on a standalone basis or as one integrated into your existing e-commerce platform or warehouse management software.

While returns are inevitable, processing them professionally and efficiently with an appropriate RMA system will reduce processing costs and increase your profit margins over time.

Specific rules for the RMA System:

According to parameters set, the RMA system follows specific rules for managing your...

- **Return/restocking fee**

Your return/restocking fee gets automatically calculated through the module we offer. It is calculated as follows:

- The return/restocking fee will normally not apply to products returned on account of damage sustained or mistaken dispatch. Charges, if any, will be calculated on the basis of the store's RMA policy.
- When the customer returns a product for personal reasons, this fee will be automatically calculated by the system - subject to predefined parameters.

- **Upgrade order**

Your module makes automatic changes to the inventory when a customer returns a product in order to receive an upgraded version or quantity. The restocking fee in such a case applies depending on the store's RMA policy.

- **Store credit**

The store credit code is emailed to the customer in an automated response system created by the module. No human intervention is required. Customers may invoke the credit the next time they visit your store.

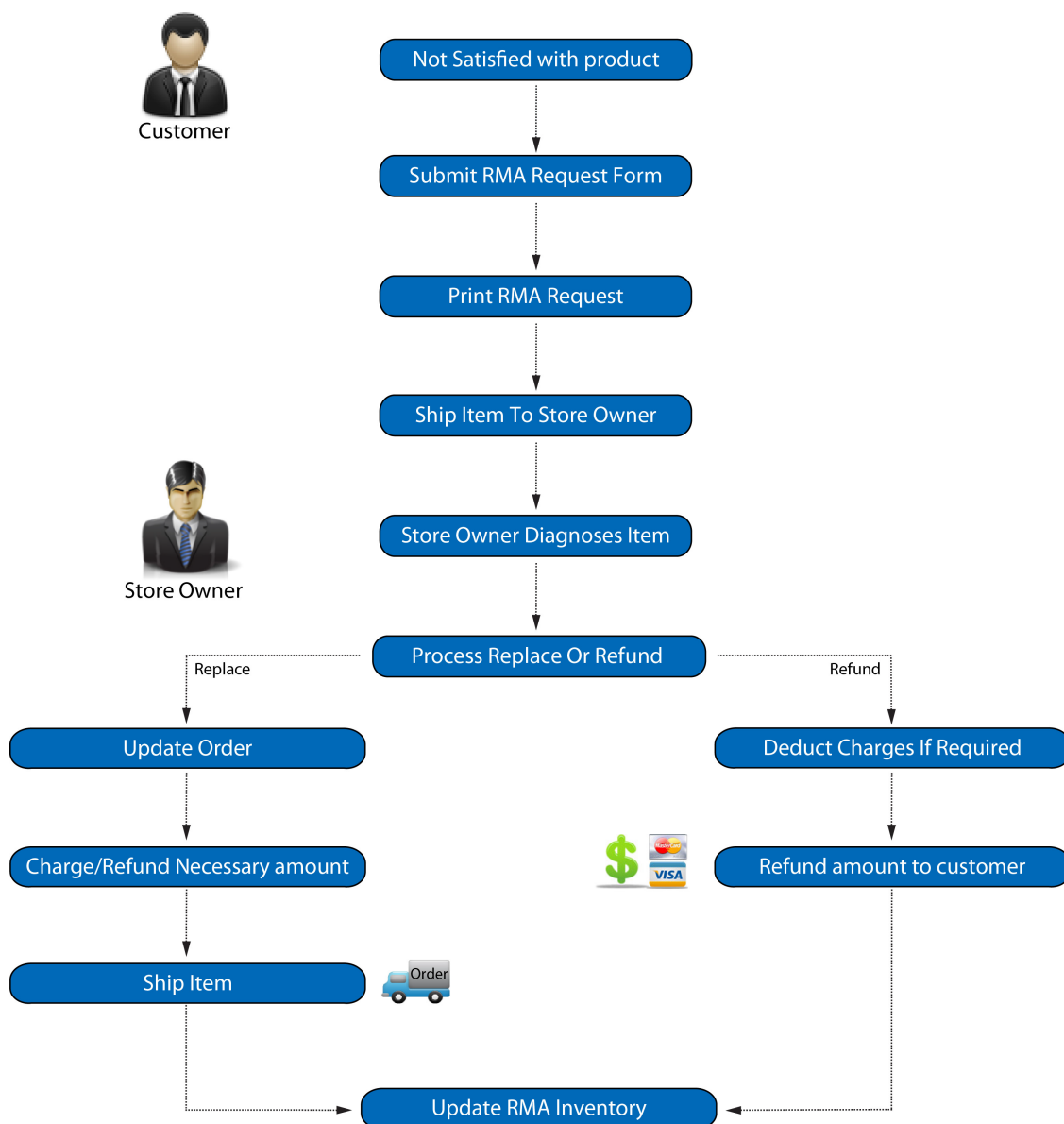


RMA module features:

- Automates RMA stock keeping and reporting
- Integrates easily with any e-Commerce store
- Processes multi-channel orders
- Operates from a versatile backend
- Dynamically creates store credit at the backend
- Automatically calculates due refunds
- Automatically calculates restocking fee
- Allows vendor to sell returned products as refurbished or used
- Enables image capture for insurance purposes
- Improves customer service
- Gains customer goodwill through timely, professional service
- RMA number and RMA slips are automatically generated
- Builds customer satisfaction

This RMA system dynamically and automatically creates store credit and calculates due refund and restocking fee, taking due care of areas where human error can occur.

The flowchart shown below illustrates the stages of the RMA process.



RMA System Process for Customer and Store Owners:

The process for the customer:

When a customer places an order, an email is sent by the store owner to notify order details, including the RMA link.

- **Logging In :** In the RMA login panel, the customer enters the order number and email address for the RMA login. Inserting the correct applicable entries will take you to the View Order panel.
- **View Order :** View all orders shipped to valid users. Here you will see the interface to deal with each individual item in your order and deal with each one as required. For example, the customer will be able to view the credit available using the Store Credit button. The Return Item button will enable the customer to select the product/s as well as the respective quantity to be returned.
 - a)** Using the Return Item buttons given against each product, the customer will be able to select one of the reasons listed for returning the merchandise.
 - b)** Using the Store Credit button against each product, the customer can opt to receive credit for items returned after any applicable deductions set by the store owner.
- **RMA Slip :** When you click the Finish button, the RMA number and slip are generated automatically. The customer should now insert the RMA slip in the parcel containing the product/s to be shipped back to the store owner.

The process for the store owner:

The RMA process will be undertaken by the store owner only on receipt of the RMA request. Thereafter, the store owner needs to login into the system and follow the steps mentioned below:

- The Return Items section will display the RMA process page and enter the RMA number there. The RMA process is thus initiated by the store owner.
- At the next step in the Return Item panel, you can insert any notes if required and upload images necessary for claiming insurance (in case damaged items are being returned). Clicking the Save button will change the RMA status for the product/s returned.
- The store owner now needs to go to the Return Items List page. Here, it is possible to view all the RMA details and initiate the RMA process for the relevant customer. Depending on the reason for the return chosen by the customer, the store owner can choose from the following options:
 - a)** Replace/upgrade the item: The store owner will dispatch a suitable replacement to the customer.
 - b)** Issue a refund: The store owner will issue a refund after appropriate deductions, through the payment method used by the customer.
 - c)** Provide store credit: The store owner will issue store credit after appropriate deductions. The code for the store credit will be automatically emailed to the customer, which can be used for the next purchase within the stipulated time frame.

The store owner can then act in accordance with the store's RMA policy.

Kaizen is well equipped with an impressive team of trained personnel, all of whom thoroughly understand exactly what your e-Commerce business needs for success. We offer a comprehensive range of services and packages, customized or standard. You also have the option to select business features and services that work best for your individual needs.

FAQ on the RMA System

1. Who can submit a request for RMA?

Any customer who has purchased a product from your store can apply for an RMA.

2. What happens when a customer wants to return a product beyond the stipulated time frame?

In this event, this system helps issue a store credit.

3. Will your RMA System work with our custom e-Commerce?

Yes, our system is flexible enough to work with any kind of e-Commerce platform, but we request that you verify with us beforehand.

4. Can I set different kinds of regulations for different kinds of products?

Yes, you can set as many rules as you'd like for RMA.

5. Will this system support partial returns?

Yes, with this system your customer can select from the order the products that need to be returned-for example, a customer who orders 5 items may choose to return any 2 of them.

6. Do I need to buy hosting for this RMA system?

Yes, and we can help you select an appropriate hosting solution. If you already have hosting available, we would need to assess it for compatibility.

7. Can I add an additional user to monitor requests?

Yes, you can. There are no limits to the number of users you add.

8. Are there any setup/monthly fees to be paid for this system?

No, we charge our customers only a one-time development fee.

9. If I need further customization within your system, would it be feasible?

Yes, our system is fully adaptable to any customization you might require.

10. What if I need to engage in a detailed discussion regarding your RMA system?

We are all ears! We will gladly help out with any further queries you might have. You only need to call us on our toll-free number: 1.888.828.9864.

Client satisfaction is our top priority. Here at Kaizen we provide only the very best solutions.

Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

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