



Customer Service: Returns/Exchanges

Introduction

Retail: The Reality of Returns

- <https://www.youtube.com/watch?v=uGVIRCS26cQ>



L.L. Bean return policy

100% SATISFACTION GUARANTEED

OLD

We make pieces that last, and if they don't, we want to know about it. L.L. himself always said that he "didn't consider a sale complete until goods are worn out and the customer still satisfied." Our guarantee is a handshake – a promise that we'll be fair to each other. So if something's not working or fitting or standing up to its task or lasting as long as you think it should, we'll take it back. We want to make sure we keep our guarantee the way it's always been for over a century.

Our products are guaranteed to give 100% satisfaction in every way. Return anything purchased from us at any time if it proves otherwise. We do not want you to have anything from L.L.Bean that is not completely satisfactory.

OUR GUARANTEE

We stand behind all our products and are confident that they will perform as designed. If you are not 100% satisfied with one of our products, you may return it within one year of purchase for a refund. After one year, we will consider any items for return that are defective due to materials or craftsmanship.

For details, please refer to our Return Policy.

NEW

Assignment #1—Notes from article

8 Rules for Good Customer Service

While reading the article, write down the 8 rules and a brief description of each.

- <https://www.thebalancesmb.com/rules-for-good-customer-service-2948079>

Assignment #2—WindowsWear Window Shopping

When finished with the article:

- Select 1 designer from the list (see your instructor)
- Go to windowswear.com and “windowswear shop” the windows for that designer.
- Find an item that catches your eye—apparel, bag, accessory, etc.
- Copy and save the designer window image to a word document; make sure to label who the designer is.
- Go to that designer website and find that item—copy, save the URL for the website onto the same word document and also note the price of the item.
- (See the teacher example before continuing).

Michael Kors



- https://www.michaelkors.com/handbags/view-all-handbags/_/N-283i

Chanel



- <https://www.chanel.com/us/fashion/new-this-season/c/1x3x12x4/handbags/>

Gucci



- <https://www.gucci.com/us/en/st/capsule/gucci-1955-horsebit-handbag>



Assignment #3—Designer Return Policy

Find the your designer return policy.

1. Click on the link and open up the policy.
2. Copy and paste the URL onto your word document. Label accordingly.

Returns and Exchanges Policies

- <https://www.michaelkors.com/info/returns-exchange/s11400080>
- https://services.chanel.com/en_US/faq/fragrance-beauty-24/e-commerce-27/how-can-i-return-or-exchange-a-chanel-product-156
- <https://www.gucci.com/us/en/st/faq#returns-and-exchanges>

Assignment #3 (cont)—Compare/Contrast Designer Return Policy

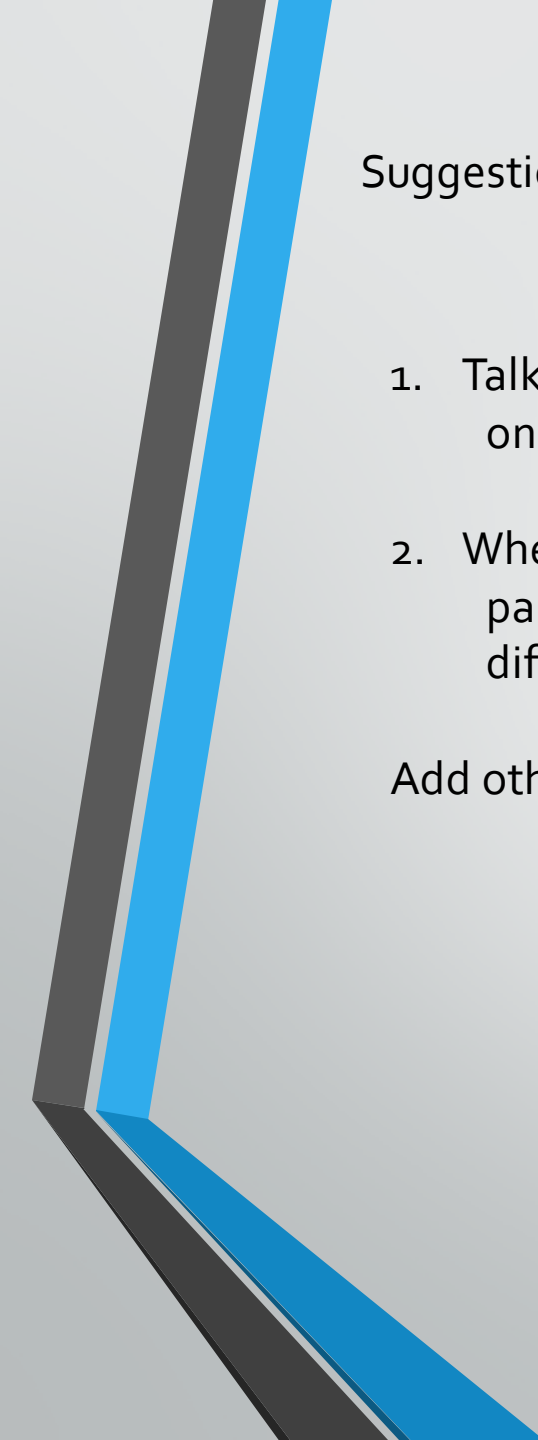
After you have found your Designer Return Policy:

- Match up with another student who has a different designer.
- Share your “windowwear shopping” item with them.
- Compare your designer items with student partner—why did you choose this item? What do you like about it? How much does it cost?
- Pull up the Designer Return Policy.
- Compare/Contrast your policies. Write this down in your notes.
- Discuss with your student partner how easy/difficult it would be to try to return the item you just purchased to your designer business.

Assignment #4—Return/Exchange Role Play

Find our your notes on the 8 Rules of Good Customer Service.

1. Use the notes as a guideline and create a role-play where each student partner tries to return their “windowwear shopping” item back to the designer business.
2. Make sure you go through all 8 rules to help the client end with a successful transaction.
3. Have another student video your role-play. Make sure that the quality is excellent to be presented to the class.



Suggestions/Ideas for continuous study.....

1. Talk about the difference between returning a store bought item and an online purchased item.
2. When the world went into “lockdown” in March 2019 because of the Covid-19 pandemic, many people resorted to ordering online. Try to find the percent difference between items returned before March 2019 and after March 2019.

Add other ideas in this area as you see would interest your students.



Work Cited