



CASE STUDY

Returns Techonology a Perfect Fit for AEO



CHALLENGE

Manual returns processing leads to pile-up of returns and slow restock timelines

Just weeks after stores closed due to COVID-19, a backlog of returned inventory was impacting productivity. Returns processing was very manual and research heavy, causing delays in both refunding the customer and also sending high-demand goods back to stock where new customers were waiting to purchase them. AEO sought a solution that would free up capacity and also help build a long-term returns solution at scale.

SOLUTION

Automating returns unlocks margin and improves speed to stock while alleviating backlog

AEO turned to Optoro's Returns Management solution to automate their returns processing. Within weeks, Optoro's returns technology had cleared a backlog of over 600,000 units and within two months of implementation, AEO was able to disposition inventory returns at scale allowing them to avoid out-of-stocks.

RESULTS



Returning a product to shelves...now takes the chain **six days or less**, down from about 14 days before, and costs around half as much.

THE WALL STREET JOURNAL.

Chief Supply Chain Officer // American Eagle Outfitters