



Return Prime



The Ultimate Return Rate Optimization Checklist

Transform returns into revenue ·

returnprime.com

PRIORITY	TASK / INITIATIVE	OWNER	STATUS	NOTES
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↑ High

Make exchanges default

Add owner

Not Started

↑ High

Enable cross-product exchanges

Add owner

Not Started

↑ High

Incentivize store credit

Add owner

Not Started

↑ High

Launch self-serve return portal

Add owner

Not Started

↑ High

Automate return workflows

Add owner

Not Started

● Med

Set smart return rules

Add owner

Not Started

● Med

Improve PDP accuracy

Add owner

Not Started

● Med

Add return flow upsells

Add owner

Not Started

● Med

Track SKU-level return reasons

Add owner

Not Started

● Med

Separate refund vs exchange flows

Add owner

Not Started

STATUS KEY

Not Started

In Progress

Done

Blocked