

Case study

## How a Global Online Marketplace Improved Recovery by 10% Across 10,000+ Monthly Returns

### Industry

International Marketplace Retail

### Solutions

SaaS, Supply Chain, ReCommerce

**10%**

recovery improvement  
across 10K+  
monthly returns

**2-day**

refund  
processing

**200**

cross-border shipments  
managed annually

## Overview

A global online marketplace managing high volumes of third-party seller returns faced growing operational challenges as cross-border return activity continued to increase throughout its marketplace network. The marketplace struggled to efficiently process returned products, coordinate vendor communications, and issue timely customer refunds while managing the complexity of international returns.

Without dedicated reverse logistics infrastructure or integrated returns management systems in key regions, returned inventory moved slowly through processing and resale channels. These inefficiencies increased operational costs and negatively impacted both sellers and customers.

## The Challenge

The marketplace lacked dedicated returns infrastructure to support third-party seller returns outside the U.S., forcing returns processing to operate through facilities primarily designed for forward distribution and sales fulfillment. Growing return volumes exposed operational bottlenecks created by manual workflows and limited reverse logistics capabilities, slowing inventory routing, delaying refunds, and increasing operational costs.

Limited physical capacity, fragmented systems, and inconsistent processing reduced visibility into inventory recovery and delayed shipment coordination. Inefficient returns handling frequently caused the marketplace to exceed required processing windows, resulting in avoidable reimbursement costs and inconsistent seller experiences.

At the same time, the organization faced increasing pressure to reduce unnecessary international shipping and handling costs associated with lower-value returned products while maintaining a consistent customer experience.

## The Opportunity

The marketplace recognized the need for a scalable and centralized approach to third-party seller returns management. Leadership sought a strategy that could improve returns processing speed, strengthen visibility into recovery performance, and streamline cross-border reverse logistics workflows.

By introducing intelligent, standardized disposition workflows and centralized returns operations, the marketplace aimed to accelerate customer refunds, reduce reimbursement-related costs, and improve seller satisfaction. The organization also identified an opportunity to recover additional value from lower-cost returned inventory through recommerce and secondary market channels instead of relying exclusively on international return shipments.

A connected returns management strategy would also help the marketplace manage increasing return volumes while improving operational control across vendor returns, recommerce, and inventory processes.

## The Solution

ReturnPro implemented a centralized third-party seller returns management program designed to improve returns processing, inventory disposition, and reverse logistics performance.

Integrated returns workflows connected marketplace returns data directly into ReturnPro's returns portal, enabling faster intake, processing, and routing of returned inventory. Intelligent disposition logic evaluated shipping costs, resale value, and vendor requirements to identify the highest-value path for each product.

For products where international return shipping was not financially viable, ReturnPro leveraged recommerce and secondary market channels to maximize resale value while reducing transportation and handling costs. The solution also streamlined vendor communications, shipment consolidation, customs coordination, and return-to-vendor processing.

Centralized infrastructure, automation, and logistics expertise enabled the marketplace to accelerate returns processing, improve inventory visibility, and strengthen operational efficiency throughout its returns network.

## The Impact

The marketplace transformed third-party seller returns into a faster, more efficient, and financially productive operation. Returned inventory moved through processing workflows quickly, enabling the organization to process customer refunds within two days while improving recovery performance across 10,000+ monthly returns.

Centralized returns management and intelligent disposition workflows improved visibility into returned inventory, reduced reimbursement-related costs, and strengthened seller satisfaction through faster and more consistent returns processing. At the same time, recommerce strategies enabled the marketplace to recover additional value from lower-cost returned inventory without increasing operational complexity.

The marketplace also expanded its international returns processing capabilities, handling 4K–5K marketplace returns monthly, managing 30K+ recommerce units, and coordinating 200 cross-border consolidated shipments annually.

These improvements helped the organization improve returns recovery by 10%, streamline cross-border returns operations, and maintain focus on its core forward-commerce business.

### Key Results

- Improved seller satisfaction through faster and more consistent returns processing
- Reduced reimbursement-related costs associated with delayed returns handling
- Accelerated cross-border returns processing and shipment coordination
- Increased operational visibility across third-party seller returns
- Reduced unnecessary international shipping and handling costs
- Expanded recommerce capabilities for lower-value returned inventory

## Continual Improvement

Following implementation, ReturnPro continued enhancing the marketplace's returns management capabilities through process refinement, disposition optimization, and operational improvements. Ongoing automation and centralized returns intelligence helped streamline return-to-vendor (RTV) processing while improving visibility into inventory recovery and returns processing performance.

Over time, the marketplace strengthened workflow consistency, improved recovery efficiency, and established a scalable framework to manage growing third-party seller return volumes.

## Ready to unlock more value from returns?

Discover how ReturnPro can help you reduce costs, recover more, and streamline operations.