



Quick Guide to Reducing the Rate of Return to Origin (RTO) Orders

Return to origin (RTO) refers to the process in which an order item is returned back from the customer's place to the supplier or seller. While some return to origin orders are a result of genuine customer dissatisfaction over the product being delivered itself, a faulty delivery process can also contribute to RTO as well.

Return to origin has many negative impacts on delivery management due to the added costs of returning the order back to its origin point and also due to the customer dissatisfaction that it results in over 61.4% of E-Commerce sellers agreeing that a high rate of RTO has a negative impact on the performance of any business.

Here are some ways in which you can reduce the rate of RTO:



Punctual Delivery: Customers are most likely to return orders if they are delivered later than when the customer required them. Especially with most businesses offering same-day or next-day deliveries, customer demands for punctuality are high. A [Delivery Management System](#) can equip you with the complete tools and features that are needed to ensure efficient and on-time deliveries.

Real-Time Visibility: If customers are unaware of where their order is if it is likely to reach soon, or when it will reach, they might cancel their orders. Customer loyalty and trust are gained when they are aware of the entire journey of their order so that they can know exactly when they will be able to receive it. A Delivery Management System offers [a real-time tracking feature](#) along with others to ensure customer satisfaction and prevent the chances of RTO.

Transparency: Online deliveries have the disadvantage of increased doubts from the side of the customers. The only way to earn their trust and ensure them that the virtual order that they placed is really arriving at their doorstep is to include them in the delivery process. When they are able to track their orders, receive updates, and communicate with the delivery

management team, they are more likely to be satisfied with the delivery process.

Safe Delivery: Customers usually press the return button when they receive a damaged product. Careless delivery management can result in damage to goods. Reckless driving also contributes towards the potential of goods damage. A Delivery Management System such as Shipox monitors the entire order cycle from initiation to the end-point and ensures that the delivery is made in the safest manner.

Time-slot Selection and Other Preferences: One of the major issues with deliveries is that customers want to receive their orders when they are at home. If they are away, there is a chance for orders to be stolen or lost from outside their doorsteps. When customers receive updates that their order is about to be delivered, and they are not at home, they want to suggest a different time for delivery instead. In case this is not possible, orders usually get returned back and are rejected. To avoid this, your DMS must allow them to choose their own time and method of delivery.

[Here](#) is how Shipox manages its RTO process.

Shipox is a data-driven **Delivery Management Software** that enables its users across a multitude of diverse industries to avail market competitive features and customer support in order to automate and perfect their delivery process. Shipox users are able to increase the efficiency of their delivery process, optimize their costs effectively, and enhance their customer experiences. To learn more, you can [sign up for a quick demo here](#).