

Global Business Solutions

Returns Business Case

March 2012

For USPS to become the shipping provider-of-choice in the growing cross-border B2C ecommerce market it must offer a full-suite of scalable, cost-effective return solutions designed to help US merchants compete in high potential foreign ecommerce markets or improve US consumer's confidence shopping internationally.

**Targets High Potential
Ecommerce Markets**

**Scalable for Worldwide
Implementation**

Cost Effective Solutions

**Easy to Use for
Consumers and Businesses**

*WSJ Article



Ecommerce Return Rates to US Merchants from Foreign Consumers, by Country/Region

1. Canada – 7.9%
2. United Kingdom – 7.2%
3. Ireland – 6.2%
4. Germany – 5.2%
5. European Average – 4.6%
6. Netherlands – 4.5%
7. Australia – 3.1%
8. France – 2.7%
9. Asia Average – 2.7%

Together, USPS Global Shipping Products and USPS International Returns Solution will enable American merchants and consumers to confidently purchase or ship merchandise abroad.

In order to target these markets effectively, USPS has outlined an ambitious three-year plan to implement a total of 8 new international return services.



Global “Return on Your Own” (ROYO)

This initiative encompasses a USPS-system update to bring international in line with domestic return solutions and an education and outreach plan designed to explain and simplify cross-border returns where the expense is bore by the customer.

Fall 2012

Canada eParcel Returns

Technology-driven parcel return solution for US-based merchants serving the Canadian market. Features an intuitive online interface for Canadian consumers to generate merchant-funded return labels initiated from the company’s website.

Winter 2013

KPG / Easy Returns Solution

USPS, Kahala Post Group (KPG) and European Parcel Group (EPG) will deploy a standardized return solution that enables both consumers and merchants to initiate, purchase and transfer information concerning cross-border returns in 30+ markets.

Summer 2013