



Adding free returns helps That's So Fetch build a loyal base of happy customers

Online fashion retailer That's So Fetch is a fast-growing Aussie business that's winning the hearts of fashion-focused customers from across the globe. To help build even more loyalty, the brand recently trialed free returns with Australia Post. Now, there's no looking back.



Australia Post



Finding the perfect fit in online shopping

Pure-play eCommerce store [That's So Fetch](#) – which sells party dresses, formal gowns and a growing range of other attire – understands what women want when it comes to finding the perfect outfit. Not just a fab fashion find, but great customer service and the reassurance that if an item isn't quite right, it's easy to return.

That's So Fetch is on the money here. With the enormous growth in online shopping in Australia (up 23.4% YOY¹), return volumes have also grown – and Aussies love a flexible returns policy that provides extra reassurance when it comes to checkout time. In fact, Australia has the third highest rate of returns, behind only the USA and UK.²

And so, when offered the opportunity to run a three-month trial of free returns through Australia Post, That's So Fetch Co-Founder Tim Mcfadyen jumped at the chance.

“Our core value is customer happiness. We always try to go above and beyond to satisfy our customers.”

- Tim Mcfadyen, Co-Founder, That's So Fetch

Customers seek out free returns



75%

of Australians rank **free returns** as an important element when making a return²



84%

of people will **turn their back on a retailer** after a bad returns experience³



21%

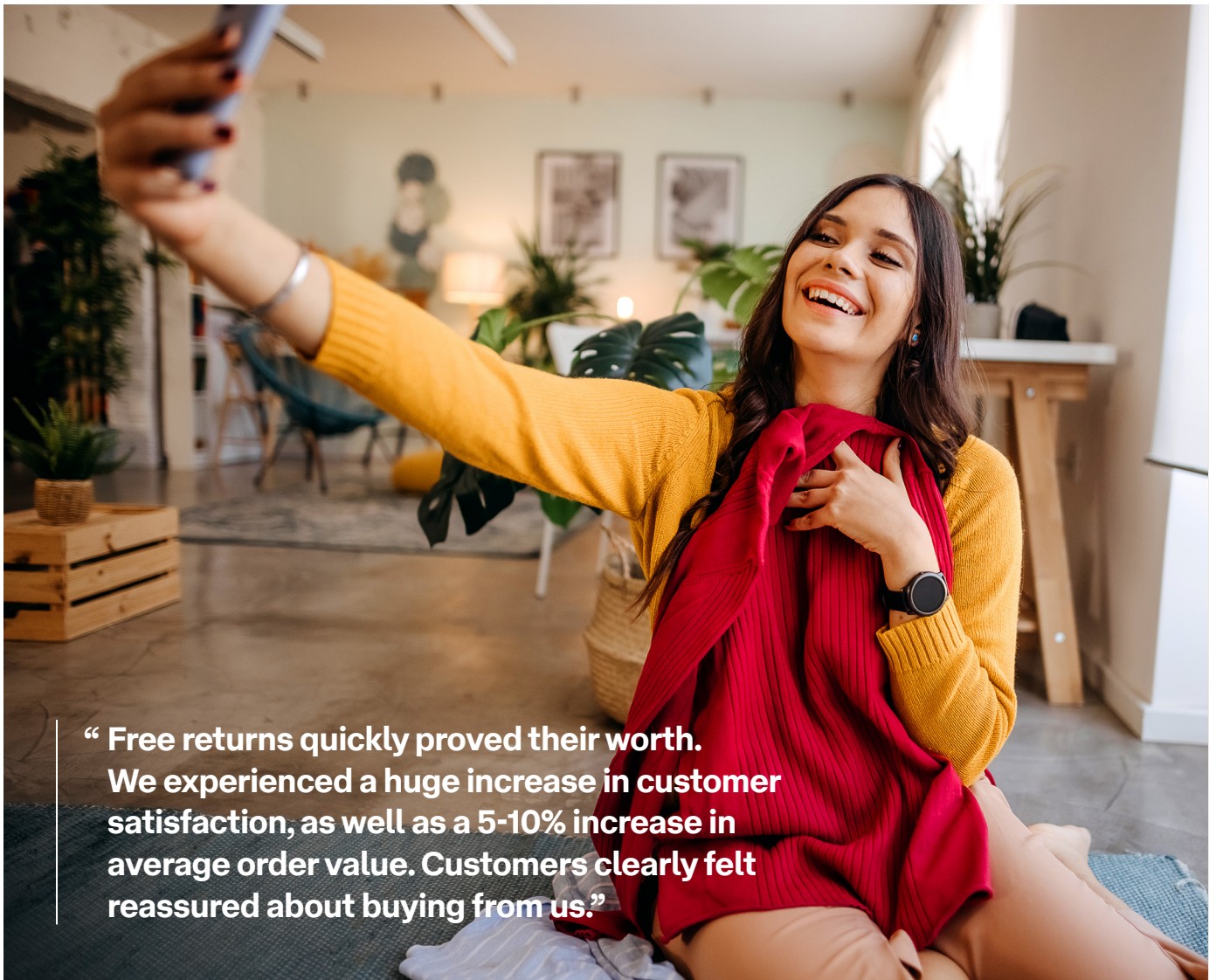
of Aussie shoppers **chose one brand over another** in the past year, based on their returns policy⁴

1. AP Inside Australian Online Shopping Report, 2022

2. IPC. Cross Border eCommerce Shopper Survey, 2021

3. Internet Retailing, 2021, 84% of shoppers will reject retailers that deliver a poor returns experience

4. AP Consumer Omnibus Survey, fieldwork Nov/Dec 2021



“ Free returns quickly proved their worth. We experienced a huge increase in customer satisfaction, as well as a 5-10% increase in average order value. Customers clearly felt reassured about buying from us.”

Realising the value of an easy, free returns experience

As eCommerce continues to boom and competition intensifies, online retailers need clear strategies to stand out in a crowded market. Offering free returns can be an easy way to gain an edge.

In fact, if you don't offer free and easy returns, you could lose out entirely, given eight in 10 shoppers will abandon a retailer after a poor returns experience.³

Yet offering free returns can feel hard for a new business, particularly when budgets are lean.

This was the case for That's So Fetch. While the business was getting off the ground, the team was trying to channel profits towards growth, and customers paid for their own returns.

“The process of sending something back for a store credit or refund was smooth and painless. The only thing was, we were charging customers for it, which was bound to leave them feeling unhappy,” Tim said. For a brand whose core value is customer happiness, this wasn't ideal.

In 2021, a three-month trial of free returns was all it took for Tim and his team to realise the deeper value that this simple change to the customer experience can make.

3. Internet Retailing, 2021, 84% of shoppers will reject retailers that deliver a poor returns experience

From trial to business as usual

It was a no-brainer for That's So Fetch to continue offering free returns, permanently.

Behind the scenes, free returns have freed up the team's time to focus on value-added customer service and growth.

The volume of email queries has dropped significantly, as customers realise how easy it is to sort out a return themselves.

And, out where it matters most, in the competitive world of online retail, free returns have boosted the brand's reputation – from TikTok mentions of the brand's returns policy, to word-of-mouth recommendations about how great the online shopping experience is.

"We never want a customer to think, 'Ugh, that was hard.' Our goal is to make the whole shopping experience as convenient and simple as possible – and, these days, offering free returns is a big part of this," said Tim.

"At the end of the day, if That's So Fetch and a competitor are both selling something similar, it could be the difference between buying it with us - or buying it with them."

Ready to get started with free and easy returns?

Australia Post makes it easy for you to offer your customers what they want when it comes to returns. Choose from the Returns Portal which is used by That's So Fetch, 'Label Provided' or 'Contact You' Returns. Can't decide what's best for your business? We're happy to help.



Returns Portal

Customers can self-serve through a co-branded online portal, and print their return label at home or at a Post Office or retail partner.



'Label Provided' returns

Simply provide a return label inside the parcel and only pay return shipping if the item is returned.



'Contact You' returns

Email your customer a return label after they make contact with you – and arrange for collection if needed (ideal for large or bulky items).

That's So Fetch joined hundreds of other retailers using Australia Post's Returns Portal - which is available to all Australia Post customers with an eParcel Returns contract. It's quick and easy for you to configure, and simple for your customers to use - with 20,000 lodgement points all around Australia, including more than 4,000 which can print your customer's return labels.

THATSSOFETCH Australia Post | Returns

Enter your order information to start the returns process

One returns request should be created for each parcel to be returned

Order ID

Email address

[Next](#)

[See returns policy](#)

