

The Perfect Fit: Abercrombie & Fitch Teams Up with Returnalyze® to Prevent Returns



Abercrombie & Fitch Co. (A&F Co.) is a leading, global, omnichannel specialty retailer of apparel and accessories for men, women and kids. A&F Co. uses its customer-first driven approach to better identify and understand fit-related issues, leveraging returns data and other customer signals to inform ongoing product improvements.

CHALLENGE

With record sales and strong profitable growth, A&F Co. saw a high-impact opportunity to elevate performance by advancing product development and fit-critical categories like jeans and dresses.

As A&F Co. doubled down on its commitment to delivering exceptional fit and customer confidence, the brand identified the need for:

- Granular insight into root causes of returns beyond basic customer-selected codes
- A data-driven method for identifying and proactively addressing return drivers
- Tools to enable cross-team collaboration between returns, tech design, and product teams.

SOLUTION

In order to achieve deeper visibility into potential fit-related returns, A&F Co. selected Returnalyze's AI-powered platform to transform raw returns data into clear, prescriptive insights for its tech design and product development teams.

The platform's proprietary algorithms analyze millions of return signals, moving beyond simple return codes to surface actionable insights that improve conversion and reduce returns.

The Returnalyze platform enabled A&F Co. to:

- Leverage reviews and fit analytics to understand size distribution patterns and identify fit issues
- Create personalized monthly reporting with actionable insights for jeans and dresses categories
- Empower tech design teams with data to evaluate and improve product development decisions.

"Returnalyze has become an essential tool for our returns team. The insights we gain help us to bring data to the table when working with other departments, and we've seen real, measurable improvements in our fit-sensitive categories."

Morgan Holsinger
Returns Team Lead

BOTTOM LINE

Returnalyze transformed returns data from a cost-center metric into a strategic asset, leveraging strategic business intelligence to reinforce A&F Co.'s commitment to quality and customer satisfaction.

Returnalyze provided A&F Co. with:

- A shared intelligence platform enabling collaboration across returns, tech design, and product teams
- Measurable return-rate reductions across fit-sensitive categories
- Ongoing insights that drive product improvements and optimize customer experience.

Learn how Returnalyze can help your retail business reduce returns and improve customer satisfaction

Returnalyze.com

Abercrombie & Fitch

RESULTS

Within one year of implementation, Returnalyze delivered measurable improvements across A&F Co.'s enterprise and targeted categories, providing the company with:

ADVANCED ROOT-CAUSE ANALYSIS

Returnalyze's algorithms correlate sales, returns, customer and product data to uncover root causes for returns. For example, a return coded as "too small" might reveal a sizing tolerance issue specific to a new manufacturer's denim line.

BETTER CROSS-TEAM COLLABORATION

Automated weekly reports and dashboards gave returns teams the information and prescriptive actions needed to influence tech design and merchandising decisions, such as future product iterations and inventory.

