

# First Impressions: Perry Ellis Optimizes New Customer Experience with Returnalyze<sup>®</sup>



Perry Ellis International<sup>®</sup> is a leading designer and manufacturer of high-quality men's and women's apparel, accessories, and fragrances. Its diverse portfolio of internationally recognized brands includes Perry Ellis, Original Penguin, Laundry by Shelli Segal, Rafaella, and others. Customers rely on Perry Ellis for stylish apparel that makes an impression, especially for celebrations and special events.

## CHALLENGE

When shipping delays began driving increased return rates and order cancellations, Perry Ellis faced rising restocking costs and declining customer satisfaction, particularly among critical first-time buyers.

Perry Ellis lacked:

- Clear understanding of how shipping delays correlated with return behavior
- Visibility into which products and customer segments were most affected by delays
- Actionable data to address rising return rates tied to shipping delays
- Insights into the profitability impact of restocking and logistics costs
- Understanding of how delays affected customer experience, especially for time-sensitive occasion wear like suits

## SOLUTION

Perry Ellis partnered with Returnalyze to quickly identify the root cause of rising returns.

Returnalyze's algorithms analyze millions of return events across customer experience, product details, shipping data, and net revenue impact, moving beyond simple return codes to surface actionable insights that prevent returns.

The platform enabled Perry Ellis to:

- Identify specific products and categories driving the highest return rates
- Correlate shipping delays with return behavior and customer reviews
- Analyze impact on first-time buyers versus existing customers
- Quantify revenue at risk and recoverable through corrective action

"It's incredible to see the speed at which Returnalyze is able to pinpoint a problem, identify necessary corrective actions and deliver such a positive impact on customer experience. We are ecstatic with the improved performance in Men's Suits and event attire, especially with the critical first-time buyer segment."

### Jay Nigrelli

President DTC & IP eCommerce  
Perry Ellis

## BOTTOM LINE

Returnalyze enabled Perry Ellis to rapidly diagnose a critical issue, take targeted corrective action, and recover significant revenue while protecting first-time buyer relationships.

- Speed-to-insight: Problem identified and corrected within weeks
- Quantified impact: \$50K+ recoverable revenue and 1,600+ improved customer experiences
- Strategic focus: Protected high-value first-time buyers in occasion wear category



## RESULTS

Within two months of implementation, Returnalyze delivered significant, measurable improvements:

### CRITICAL RETURN DRIVERS IDENTIFIED

Returnalyze pinpointed that 1-2 week shipping delays were driving significantly higher return rates in the suit category, where timing is critical for events and celebrations:

- 1-week delays: 25% higher return rates
- 2-week delays: 14% higher return rates
- "No longer needed" returns: 8% of returns, demonstrating the direct impact of delayed shipping on event attire

### INCREASED CUSTOMER SATISFACTION

The analysis revealed that 52% of customers impacted by shipping delays were first-time buyers, with return rates nearly double those of existing customers. This insight highlighted the urgency of protecting this critical growth segment and preventing negative first impressions.

### MORE TIMELY DELIVERIES

Armed with specific insights, Perry Ellis worked with warehouses to prioritize shipping of occasion-type items such as suits. This increased the likelihood of items arriving in time for events, directly reducing delay-driven returns and improving customer satisfaction.

### ENHANCED PROFITABILITY

By identifying where to prioritize fulfillment, Perry Ellis balanced supply chain costs with customer experience – recovering revenue while improving satisfaction for thousands of customers in just two months.

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

**Returnalyze.com**