Яeclaimit®

Five steps to a more effective return and claims handling of furniture and home interior

How to lower costs, improve sustainability and improve customer experience

Returns are one of the largest cost drivers in the furniture and home interior industry. Bulky items, fragile materials, transport damage and complex customer expectations make return logistics expensive, slow and operationally challenging. At the same time, customers expect flexible return options and sustainable alternatives to disposal.

This guide outlines five practical steps for reducing returns while maintaining, and often improving, the post-purchase customer experience.

Improve product data before purchase

A significant share of returns is caused by unmet expectations. Incorrect dimensions, unclear material descriptions, unrealistic imagery or missing assembly information lead to wrong purchase decisions.

Solution
Ensure product data is accurate, complete and consistent across all channels. Clear dimensions, weight, materials, assembly requirements and realistic images help customers make the right choice from the start.
Also, by connecting return and claims data to product information, you can see what they recurring issues are and continuously improve the product information.

Why it matters
High-quality product data reduces avoidable returns, lowers logistics costs and minimizes reverse shipments. It will in turn increase customer confidence and conversion rates.

1

Design return flows specifically for bulky furniture

Standard return flows are designed for parcels, not for large, heavy or fragile items. This often results in failed pickups, transport damage, unclear responsibilities and high manual handling costs.
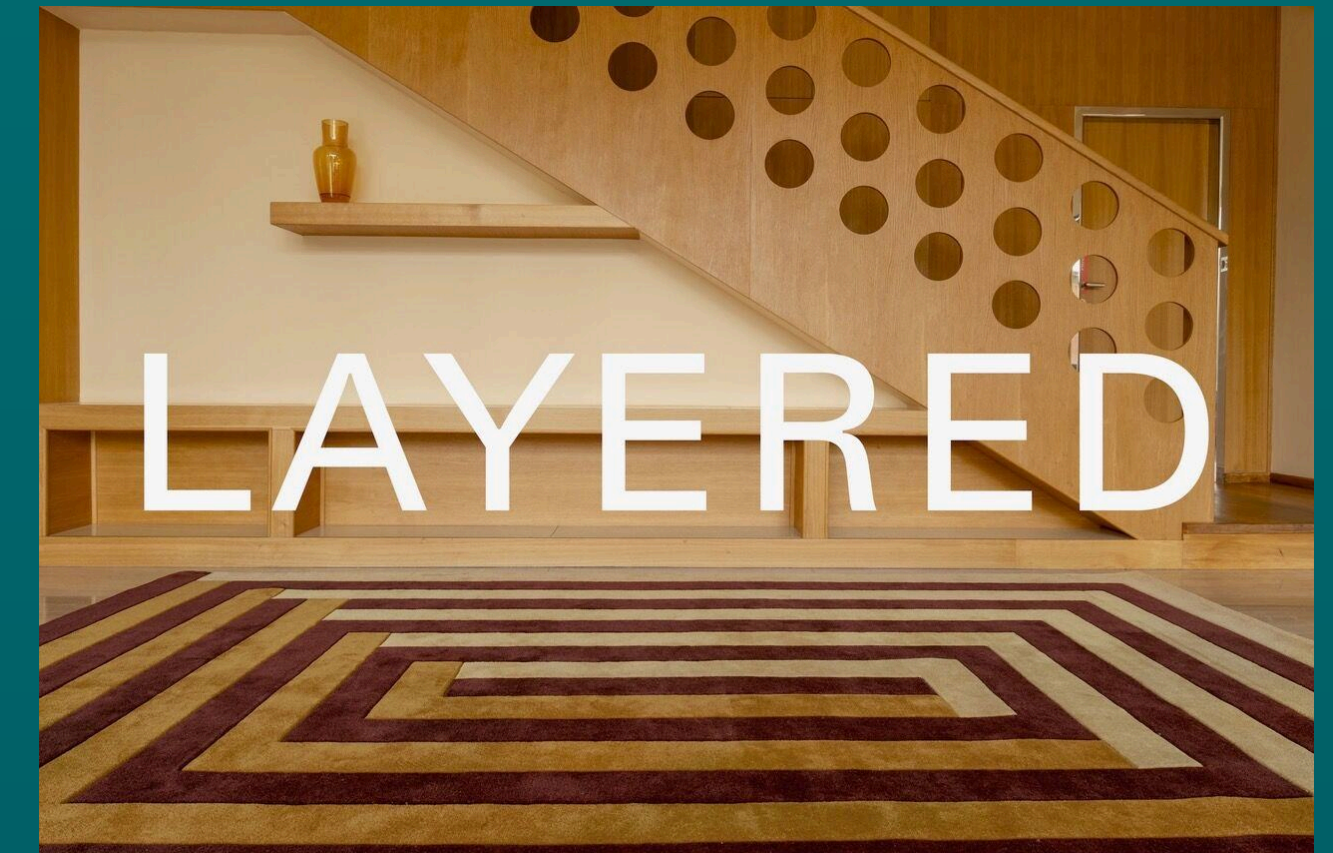
Solution
Design furniture-specific return processes that include clear instructions, pre-booked transport, coordinated pickup times and cost-aware return rules. These structured flows also make it easier to apply return fees or value deductions that reflect the true cost of handling bulky goods.

Why it matters
Tailored return flows reduce operational friction. It improves your control over return costs and create scalable processes for large and complex products.

2

Tailored return flows made easy for LAYERED

LAYERED, known for their premium handcrafted rugs and furniture went live with Reclaimit in 2025.
We delivered the project in exactly three months, from kickoff meeting to Go Live on site.

For LAYERED, Reclaimit implemented a tailored setup that includes:

- Shopify integration- enabling automated refunds
- Nowaste Logistics integration- allowing a fully automated process for both inbound registration and unclaimed parcels
- Gorgias integration- powering seamless customer communication around returns and claims
- Business Central via BrightCom Solutions- enabling automated bookkeeping workflows and warehouse management

Because LAYERED product range varies widely in size and weight, we built a logic to dynamically determine the correct return shipping options available to customers directly in the registration flow, depending of the size of the products. Smaller products are shipped via service points, while larger and heavier products are delivered using pick-up services.

"With clear accountability, strong ownership, and a structured approach, the Reclaimit team delivered as planned, expectations were set and expectations were met. They demonstrated solid coordination with co-lab partners as well."

Ecom and ERP Tech Manager, Fredrik Hammarqvist

Set clear expectations for fragile and custom-made products

Unclear return policies for fragile, engraved or custom-made items often lead to disputes, manual exceptions and dissatisfied customers.

Solution
Clearly communicate return eligibility, claims processes, warranty coverage and repair options before purchase. Custom-made products may be non-returnable, but still eligible for claims or repairs. And this distinction must be clear.

Why it matters
Clear expectations build trust, reduce customer service workload and prevent costly misunderstandings in the post-purchase phase.

3

Offer repair as an alternative to return

Returning a bulky item due to a minor defect is expensive and environmentally inefficient. In many cases, customers are willing to keep the product if the issue can be resolved.

Solution
Offer repair as a standard option within returns and claims flows. Based on the issue, automatically offer the most cost-efficient resolution: spare parts, repair instructions, technician repair, partial refund or compensation.

Why it matters
Repairs are often significantly cheaper than returns, reduce emissions and support a more sustainable business model with your customer at the center.

4

A complicated return process damage the brand

According to the 2025 report State of Returns, 83% of e-commerce customers who have been dissatisfied with a return avoid shopping from the same online store again, up from 74% last year.

At the same time, frustration with complicated return processes is growing, now cited as the main cause of dissatisfaction by 40% of customers, up from 28% last year.

This highlights that the return experience is crucial for a brand's long-term relationship with its customers. When 83% of dissatisfied customers completely avoid the retailer, the risk of loyalty loss is acute.
Returns should therefore be considered a core component of the customer journey, not a logistical afterthought.

Source: State of Returns 2025, Reclaimit

Use claims data to prevent future losses

Data from damages, missing parts, assembly issues and transport incidents is collected, but rarely analyzed. This allows the same issues to repeat across suppliers, carriers, products or packaging, driving unnecessary costs and claims volume.

Solution
Systematically begin to capture and analyze claims data across products, logistics partners and customer touchpoints. Identify patterns such as recurring damage types, weak packaging, supplier defects or carrier-related issues. Use these insights to improve packaging design, supplier quality, transport methods and product construction.

Why it matters
A data-driven claims strategy turns after-sales from a cost center into a feedback loop for continuous improvement. You can reduce future claims and returns, lower operational costs and strengthen supplier and carrier accountability. All while you are improving margins and customer satisfaction.

5

Reclaimit®

Transforming returns into revenue

At Reclaimit, we help you manage returns, repairs and claims for bulky and complex products.

Our platforms enable cost reduction and better post-purchase experiences- without compromising operational control. Enjoy a seamless process for you and your customers, no matter how fast you scale.

Get in touch and learn how Reclaimit can help you turn returns into a competitive advantage.