

How Amazon returns work - Video questions

Watch this video about the video - <https://youtu.be/FPPSn-M3JQk>

Answer these questions:

1. Why do returns drain companies of millions of dollars?
2. Why does Amazon want to be the easiest lowest return experience for the consumer?
3. Why are returns the biggest challenge of e-commerce and retailers?
4. Why do you think the return rate for e-commerce is higher than brick and mortar retailers?
5. What could Amazon do to a customer who abuses the return policies? Is this ethical? Do you agree with it?
6. How does Kohl's win by accepting and processing Amazon's returns?
7. Explain what the "wall of shame" is in retail
8. Explain the environmental impact returns have on the planet. How has helped the environment
9. How can the data Amazon collects on you and your returns benefit them?
10. How do some companies make money on accepting returns such as Happy Returns? Explain their business model.