



# International Tracked Returns

Complete your e-commerce  
offering with our  
International Merchandise  
Returns Service (IMRS)







## IMRS

# Introducing our low-cost, tracked cross-border returns service

Cross-border e-commerce continues to grow at an astonishing rate with predictions of 355 billion U.S. dollars by 2022 and 519 billion U.S. dollars by 2025.\* Many Posts realise the importance of establishing a dominant position in e-commerce logistics through end-to-end – delivery to return – service models.

\*IPC, Cross-Border eCommerce Shopper Survey 2021

## HOW OUR RETURNS SERVICE WORKS FOR YOUR E-COMMERCE CUSTOMERS

**IMRS allows customers to return unwanted products to their country of origin – free of charge.**

By simply downloading and printing a pre-paid label from their Postal Operator's website, the consumer can return an item through the post.



**1. Customers simply download and print a pre-paid label from your Post's website.**



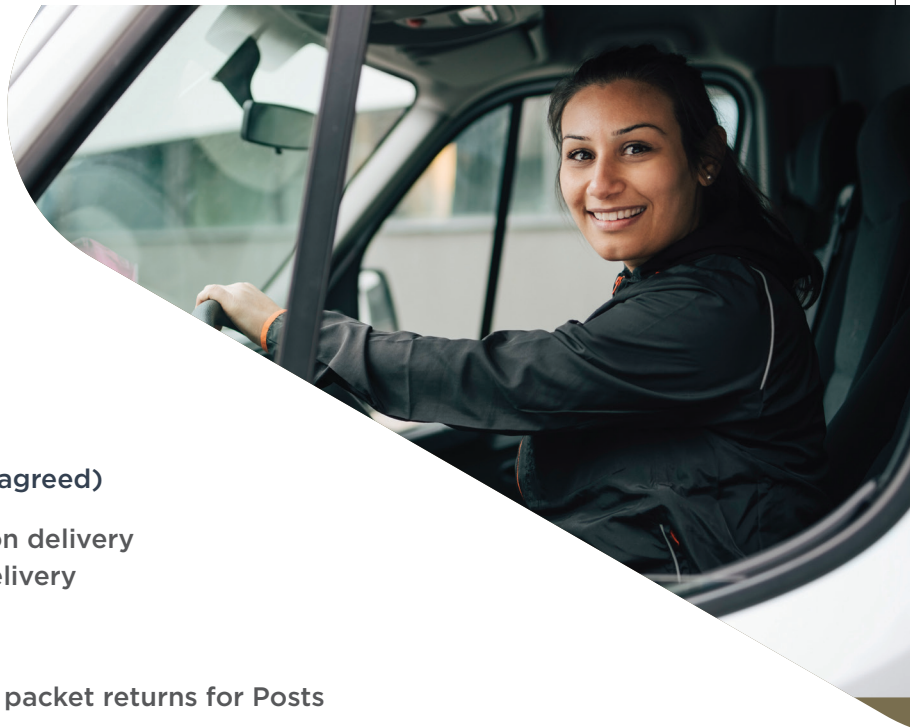
**2. Customers can receive a proof of return at their local post office or receive a stamp and/or signature on the label receipt.**



**3. Returned items are delivered back to the e-seller with electronic confirmation of delivery.**

The e-seller can despatch the order using any delivery method, with IMRS offered separately as a tracked, no-charge return service for their customer.





## TRACKED RETURNS BENEFITS AT A GLANCE

- **Free of charge** returns build loyalty with the end customer
- **Weight up to 2kg** (up to 5kg if bilaterally agreed)
- **Fully tracked** through barcode scanning on delivery including an electronic confirmation of delivery
- **No signature required**
- **Low-cost option** for tracked cross-border packet returns for Posts
- **Proof of return** provides peace of mind for the consumer
- **Easy downloadable returns label**

## WITH IMRS YOU CAN:



### **INCREASE SALES AND ATTRACT NEW CUSTOMERS**

Posts can attract more e-commerce business by offering a complete and competitive end-to-end delivery and return service.



### **PRICE MORE COMPETITIVELY**

IMRS offers Posts the most cost-competitive option for free tracked cross-border packet.



### **EASILY MANAGE RETURNS**

Track-and-trace gives peace of mind to both consumer and e-seller – who can monitor returned items and process timely refunds.



### **STREAMLINED PROCESS FOR POSTS**

Simple, easy integration for Posts with one IT platform to obtain labels for all countries.

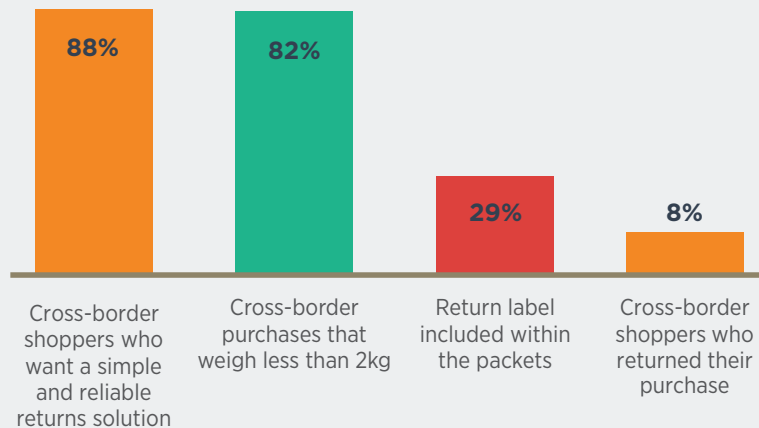


**PRIME's International Merchandise Returns Service (IMRS) is an ideal entry-level tracked returns product to complement a Post's e-commerce service portfolio.**

Customers now expect a seamless returns arrangement to match a positive delivery experience: 88% of cross-border shoppers cited simple and reliable returns as an important feature according to a recent IPC survey.\*

IMRS addresses the missing link for e-sellers to provide a free international tracked returns service, offering peace of mind to both buyer and vendor, with tracking at the lowest possible price to the Post.

## Market Overview



\*IPC, Cross-Border E-commerce Shopper Survey 2023





**PRIME is circa 160 Designated Postal Operators working together to deliver cross-border tracked packet solutions for the e-commerce market.**

To find out more about joining PRIME or maximising your PRIME membership, contact Cinzia Neri, Head of PRIME at:  
**[cinzia.neri@prime-posts.com](mailto:cinzia.neri@prime-posts.com), [prime@prime-posts.com](mailto:prime@prime-posts.com) or +32 477 391 145**

**[www.prime-posts.com](http://www.prime-posts.com)**