

A record number of items returned in 2018 through IPC's Common Return Platform

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Free and easy returns remain a key priority for customers shopping online, also when making a cross-border purchase. The IPC Common Returns Platform has now reached over 10m returned items since its launch in 2010.

In 2018, a record of 3m items were returned through the system. Almost 7m labels were printed, demonstrating the increasing success of the solution.

The IPC Common Return Platform (CRP) allows postal operators to offer e-retailers an easy-to-use and hassle-free returns system for cross-border items. The CRP serves several international postal products, including EPG, KPG, PRIME, EMS, UPU Parcels and INTERCONNECT.

During the first quarter of 2019, new functionalities will be tested in order to allow e-sellers to have an item returned to another country, rather than the country of origin, or to a warehouse in the destination country. This will answer e-sellers' needs to optimise transport costs.

Currently, 30 posts are accepting returns items through the platform. Furthermore, 12 authorising posts in outbound countries are actively promoting the solution to large e-retailers.