

What's Your KeepScore™?

The New Benchmark of Success and Profitability

In an industry with rampant returns, demand and sales analytics fail to provide the full picture needed to measure product, supplier, and customer performance. It's time to focus on designing, procuring and delivering products that your customers will both purchase and keep. **The keep factor is the key to unlocking a Win-Win-Win for Retailers, Suppliers, and Customers.**

A Clearer Path Forward

Think of KeepScore™ like a credit score. KeepScore enables you quickly identify underperforming products and suppliers, and customers who chronically return products. KeepScore also **spotlights** high-value products, suppliers, and customers, so you can maximize value and reward your strongest suppliers and customers.

The Benefits

- Empowers your team to quickly answer the critical questions impacting your financial performance:
 - Do we sell products that our customers keep and that produce a net profit?
 - Do our suppliers provide products that our customers keep and that add value to bottom line?
 - Do our customers keep the products they purchase and contribute a positive lifetime value?
- Equips your team with exclusive and easy-to-use intelligence about which products to sell, suppliers to keep, and customers to promote.

What is KeepScore™?

KeepScore is an index of **AI-based scores that benchmark product, supplier, and customer success** by combining Chief Returns Officer's® sales, profit, and key return analytics data to create a standardized measurement that answers the single most important question in retail sales:

Do your customers keep their purchases?

KeepScore seamlessly integrates with your ERP, CRM, OMS, MP&F system to provide an entirely new dimension of analysis and actionable insight.



Why KeepScore?

One Number, Limitless Business Decisions...Beyond Returns



Product

Evaluate which products are meeting customer expectations and determine which products will be kept or returned compared to similar items.



Customer

Evaluate Customer Lifetime Value on a whole new scale and predict the likelihood of the customer to keep purchases.



Supplier

Include returns in supplier performance conversations. Consolidate suppliers and take the emotion out of decision-making.

KeepScore in Action: Use Cases

Interpret Success At-A-Glance



Needs Attention



Average



Exceptional

PRODUCT KEEPScore:

Remove **products** with a consistently low **KeepScore** from your assortment and focus on on selling and promoting higher-value products.

CUSTOMER KEEPScore:

Personalize marketing for **customers** based on their score. Consider special discounts to reward customers with **high KeepScore**.

Every Department Can KeepScore

KeepScore is a reliable metric **beyond** measuring and assessing returns issues. It removes the emotion of decision-making – empowering retailers and brand owners to act fast when improving areas of the business and provides forecasted intelligence for merchandising and sourcing assortments.

MARKETING

- ✓ Place higher ranking products and categories in hot spots.
- ✓ Improve ROI on advertising spend.
- ✓ Base pricing/promotions on KeepScore and inventory levels.

DISTRIBUTION

- ✓ Simplify inbound operations to reduce QA/Receiving.
- ✓ Prioritize Returns through Receipt, Process, Refurb, and Put Away.
- ✓ Cross-doc/collect products for faster travel through warehouse.

LIQUIDATION

- ✓ Improve channel placement strategy.
- ✓ Anticipate inventory more accurately.
- ✓ Highlight Vendor RTV opportunities.