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Home Shopping Giant Selects Newgistics to Enable Convenient Returns

ShopNBC Conducts Comprehensive Study Proving Easy Return Solution Leads to More Satisfied Customers, Not More Returns

AUSTIN, TX - January 29, 2007 - Newgistics, Inc., the leader in returns management solutions for retailers, today announced that multimedia retailer ShopNBC, is using Newgistics SmartLabel® to manage the company's returns process. ShopNBC focuses on first-rate customer service and convenience, providing the most enjoyable shopping experience from start to finish.

By selecting Newgistics, ShopNBC has given its customers an easy option for returning products. With SmartLabel, shoppers simply affix a pre-addressed, pre-paid, bar-coded SmartLabel to their package, and drop it off anywhere in the U.S. Postal Service system, including their home or office.

"As a leader in direct retail, ShopNBC strives to offer the easiest way for people to shop for high-end goods at great prices," said Nathan Schmitz, director of operations and business analysis at ShopNBC. "Newgistics SmartLabel enables our customers to make returns wherever is most convenient for them, continuing our promise for a hassle-free shopping experience."

ShopNBC sells more than 10,000 products, including electronics, luxury items, and high-end jewelry, through the Internet, direct mail and television. ShopNBC is now broadcast to more than 65 million homes 24 hours a day, 365 days a year.

Before fully implementing Newgistics' solution, ShopNBC conducted an extensive test to fully understand the impacts of SmartLabel on return rates. ShopNBC found return rates were not affected by the implementation of Newgistics SmartLabel and that customers reported being satisfied with its ease of use.

"ShopNBC's study proves what Newgistics has always known to be true—a convenient return solution does not equal more returns," said Bill Razzouk, CEO of Newgistics. "At the same time, a hassle-free returns process is crucial for retailers in order to keep customers happy and remain competitive in the retail industry."

According to a survey conducted by Harris Interactive in December 2006 and commissioned by Newgistics, an easy and convenient returns process heavily impacts customer loyalty. Nearly nine out of 10 (89 percent) adults surveyed reported being likely to shop with an online or catalog retailer again if the return process was convenient. While 80 percent say they are not very or not at all likely to shop again with the same retailer if the return process is inconvenient.

ShopNBC continues to monitor the affects of SmartLabel and the impacts of the program, and to-date, has not seen any negative impacts from the program.

ABOUT NEWGISTICS

Newgistics, Inc. (www.newgistics.com) is the leader in returns management solutions. Newgistics' patent-pending Intelligent Returns Management^(SM) solution delivers the most convenience for customers while maximizing control of the returns process for retailers. Newgistics SmartLabel® drives customer loyalty and increases profitability for leading retailers like Overstock.com, Neiman Marcus, J.Crew and Abercrombie & Fitch.

ABOUT VALUEVISION

Founded in 1990, ValueVision Media is an integrated direct marketing company that sells general merchandise directly to consumers through television, the Internet, and direct mail. The Company operates ShopNBC, one of the top three television shopping networks in the United States. The Company also operates ShopNBC.com, an Internet retailer of upscale products. For more information, please visit www.valuevisionmedia.com or www.shopnbc.com.

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