

CNN News Highlights — Online Returns

1) black hole	2) destroyed	3) in reality	4) instances	5) insurance policy	6) not the case
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Free returns, their customer's _____ for shopping online. But what happens to those returns after you give them back might surprise you.

So customers really believe that the product just goes into the _____ or ends up being resold to another customer. In many _____, that's _____.

_____, many of these products never return anywhere. Instead, they may end up here or even here.

You know, easily 25% of all these returns get _____.

1) brick-and-mortar store	2) disparity	3) donate	4) free returns are far from it	5) north of	6) refunding
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In fact, returns have become such a headache for retailers that in some cases they're just _____ customers and letting them keep or _____ the unwanted items.

The cost of getting the product back from the customer is much higher than traditionally just getting the product to the customer.

Turns out, _____.

There's a very large _____ between the amount of returns that have been from consumers that buy products online versus in the store. In a _____, we typically get somewhere between 5 and 10% returns. But online we get _____ 30% returns.

1) fulfilling orders	2) inspect	3) liquidators	4) math just doesn't add up	5) optimized	6) pallets
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Accepting a return isn't always easy, either. A warehouse _____ for _____ now has to receive a product and _____ it. Then someone needs to decide whether it can be resold or not. In the end, an online return can require up to 20% more space and labor than one made in-store.

Those costs are part of why Optoro, a return solution company, estimates that returning a \$50 item can cost a retailer 59% of its sale price. Often, the _____.

So this is a product that came in one of these _____.

_____ like this one are the middle man between retailers and resellers.

1) auctioning	2) authorized resellers	3) discount stores	4) fraction	5) landfills	6) sort
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We _____, organize, process, and figure out methods to get them to the right home. And that's -- that's really what we do here.

They buy returned merchandise, then sort it and evaluate it before _____ it to _____ and _____.

You'd be able to resell them at a profit because you'd be purchasing them at a real _____ of what the actual cost is.

But some returns never make it to a liquidator.

Products ending up in _____, customers really don't really even think of that as part of the purchase process.

Every year returns produce an estimated 5 billion pounds of waste in landfills.

1) consumerism	2) financial resources	3) happy outcome	4) hesitant	5) risky	6) self-correcting problem
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It's generally _____ to remind consumers how potentially wasteful their _____ is. So in general, retailers are _____ to lean too heavily into those kind of awareness campaigns.

In an odd way, this is a partially _____ as the return problem gets bigger for all these retailers.

There's more _____ available to fix the problem so there's a

_____ where less of this stuff ends up in a landfill just because there's more money to be made by keeping it out of the landfill.

Translation

免費退貨，是他們顧客網購的保險政策。但你退還商品後的去向可能會讓你感到驚訝。

所以顧客真的以為商品只是進入黑洞或者被重新賣給另一位顧客。但在許多情況下，情況並非如此。

實際上，許多這些商品根本沒有返回任何地方。相反，它們可能最終在這裡或者甚至在這裡。

你知道，大約 25% 的所有這些退貨都被銷毀。

事實上，退貨已經成為零售商的頭痛問題，以至於在某些情況下，他們僅僅退款給顧客並讓他們保留或捐贈不需要的物品。

從顧客那裡取回產品的成本遠高於傳統上將產品送到顧客手中的成本。

事實證明，免費退貨遠非如此。

線上購買產品的消費者與在實體店購買的消費者之間的退貨量存在很大差異。在實體店，我們通常有 5 到 10% 的退貨率。但在線上我們的退貨率超過 30%。

接受退貨並不總是容易的。優化用於履行訂單的倉庫現在必須接收商品並檢查它。然後需要有人決定它是否可以重新銷售。最終，一個線上退貨可能需要比在店內退貨多達 20% 的空間和勞動力。

這些成本是 Optoro（一家退貨解決方案公司）估計的一部分，他們估計退貨一件 50 美元的商品可能會讓零售商損失其銷售價格的 59%。通常，這種數學計算根本不成立。

所以這是一個在這些棧板之一中進來的產品。

像這樣的清算公司是零售商和轉售商之間的中間人。

我們對商品進行分類、組織、處理，並找出將它們送到合適家的方法。這就是我們在這裡所做的。

他們購買退回的商品，然後對其進行分類和評估，然後將其拍賣給折扣店和授權轉售商。

因為你將以實際成本的一小部分購買它們，所以你可以以盈利的方式再次銷售它們。

但有些退貨永遠不會到達清算商那裡。

產品最終被棄置在垃圾填埋場，顧客甚至根本沒有將這作為購買過程的一部分。

每年退貨在垃圾填埋場產生的廢物估計有 50 億磅。

提醒消費者他們的消費行為可能是多麼浪費通常是有風險的。所以一般來說，零售商不太願意過多地倚重這種意識提升活動。



奇怪的是，這在某種程度上是一個自我糾正的問題，因為對所有這些零售商來說，退貨問題越來越大。有更多的財務資源可用於解決問題，因此有一個令人高興的結果，即因為將這些東西保留在填埋場之外可以賺更多的錢，所以最終會有更少的這些東西最終在填埋場中。

You can access this activity here:

<https://linguadox.com/2024/01/10/cnn-news-highlights-online-returns/>

Answers

1) black hole	2) destroyed	3) in reality	4) instances	5) insurance policy	6) not the case
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Free returns, their customer's **5) insurance policy** for shopping online. But what happens to those returns after you give them back might surprise you.

So customers really believe that the product just goes into the **1) black hole** or ends up being resold to another customer. In many **4) instances**, that's **6) not the case**.

3) In reality, many of these products never return anywhere. Instead, they may end up here or even here.

You know, easily 25% of all these returns get **2) destroyed**.

1) brick-and-mortar store	2) disparity	3) donate	4) free returns are far from it	5) north of	6) refunding
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In fact, returns have become such a headache for retailers that in some cases they're just **6) refunding** customers and letting them keep or **3) donate** the unwanted items.

The cost of getting the product back from the customer is much higher than traditionally just getting the product to the customer.

Turns out, **4) free returns are far from it**.

There's a very large **2) disparity** between the amount of returns that have been from consumers that buy products online versus in the store. In a **1) brick-and-mortar store**, we typically get somewhere between 5 and 10% returns. But online we get **5) north of 30%** returns.

1) fulfilling orders	2) inspect	3) liquidators	4) math just doesn't add up	5) optimized	6) pallets
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Accepting a return isn't always easy, either. A warehouse **5) optimized** for **1) fulfilling orders** now has to receive a product and **2) inspect** it. Then someone needs to decide whether it can be resold or not. In the end, an online return can require up to 20% more space and labor than one made in-store.

Those costs are part of why Optoro, a return solution company, estimates that returning a \$50 item can cost a retailer 59% of its sale price. Often, the **4) math just doesn't add up**.

So this is a product that came in one of these **6) pallets**.

3) Liquidators like this one are the middle man between retailers and resellers.

1) auctioning	2) authorized resellers	3) discount stores	4) fraction	5) landfills	6) sort
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We **6) sort**, organize, process, and figure out methods to get them to the right home. And that's -- that's really what we do here.

They buy returned merchandise, then sort it and evaluate it before **1) auctioning** it to **3) discount stores** and **2) authorized resellers**.

You'd be able to resell them at a profit because you'd be purchasing them at a real **4) fraction** of what the actual cost is.

But some returns never make it to a liquidator.

Products ending up in **5) landfills**, customers really don't really even think of that as part of the purchase process.

Every year returns produce an estimated 5 billion pounds of waste in landfills.

1) consumerism	2) financial resources	3) happy outcome	4) hesitant	5) risky	6) self-correcting problem
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It's generally **5) risky** to remind consumers how potentially wasteful their **1) consumerism** is. So in general, retailers are **4) hesitant** to lean too heavily into those kind of awareness campaigns.

In an odd way, this is a partially **6) self-correcting problem** as the return problem gets bigger for all these retailers. There's more **2) financial resources** available to fix the problem so there's a

3) happy outcome where less of this stuff ends up in a landfill just because there's more money to be made by keeping it out of the landfill.