NINE TIPS TO REDUCE REFUNDS

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Reduce Refunds, GROW YOUR BOTTOM LINE

In the world of online marketing, the sale is everything. Keeping those hard-earned sales in your account shouldn't be something which keeps you up at night. But, we understand sometimes we need a little extra help when it comes to keeping refunds in check.

Here at ClickBank, we want to empower you with all of the tools you need to curb refunds so you can focus on what is important,

making more money and growing your business.

We've taken our 20 years of industry leadership and compiled some incredible resources, tips and tricks to help make refunds a thing of the past. So, whether you're looking to directly address a refund issue with-in your account or you're simply wanting to brush up on best prac-tices, the guide below is for you!

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1. Clear Fulfillment Instructions:

In addition to thanking your customer for purchasing and including a strong welcome message, **make sure that the next steps are crystal clear**. This can be as simple as a download link and instructions or orientation/instructional videos. When you are directly involved with the creation and set up of your product, next steps can often seem self-explanatory when in actuality, they are not.

2. Fulfillment Ease:

Make it as easy as possible for the customer to access what they bought as soon as they've completed the purchase. Surveying the customer on the thank-you page or having them go through a cumbersome set up or validation process can create frustration and reduce trust. If your product does require some set up or input of information for usage, provide **CLEAR** instructions and an expectation of how long it will take.

3. Customer Expectations:

Is the product what the customer thought it would be? This applies to both the format of the product (download, membership, shippable good) and the content (did they get what was promised?). **Have an outside party review your sales page to identify any places where the customer might develop a misunderstanding.**

4. Ease of Product Use:

Is the product easy to understand? Is it organized in a way that makes sense and is easy to follow? Are any technical terms explained? Is there a table of contents? Does it make sense to include an instruction manual or guide with your product?

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5. Perceived Value

Appearance of Quality – Perception is everything. Though the quality of your content may be robust and through, if it does not have the appearance of excellence – it may be lost on your customer. **It is absolutely worthwhile to invest in a professional looking design.** If cost is a concern, try shopping around for outsourced services.

Bonus Products – Don't dismiss the value of adding a small library of bonus products to your offer. Not only does this help the customer feel that they made a good purchase, but it can also help to increase the conversions of your sales page. This doesn't necessarily need to require a heavy amount of development. Selling a fitness product – what about recipes or a healthy food shopping guide? Dating or romance product – what about 10 tips to reduce nerves or way to find your most flattering look? **Not sure what to do? What are some things that your customers ask for that aren't included in your product?**

6. Assurance of Help:

Make sure that the contact details for your customer support team is on **EVERY CUSTOMER FACING PAGE!** Pitch page, thank-you page, autoresponder, on the product itself, etc. Your customer should always know where they can get support at any time.

Customer Service Email Auto-Responder: Implement an auto-responder to reply back immediately to a customer. **Provide assurance that they will be helped and expectations for how soon they can expect a response back.**

7. Promotion Start/Frequency:

Give your customer a reasonable period of time to use and like the product before you start pitching them on additional purchases. We recommend waiting a minimum of two weeks. **Instead of pitching, use your auto-responder to build a relationship and provide useful content.** Introduce them to yourself or the "author persona", ask them if they've already used/read the product and provide access instructions again in case they haven't, make sure they know how to contact customer support. Provide regular content. Not only will you reduce refunds – but you'll maintain higher open rates which will generate more revenue for you over time instead of burning your list out quickly.

8. Get a Better Understanding of Refunds:

Take a look at your data/analytics

What product(s)?

If you sell more than one product, take a look to see if they are concentrated on a particular product.

When are refunds occurring?

Knowing the age of the refunds or when refunds occur in relation to the purchase says a lot. Are customers refunding immediately – were they unable to access, or unwilling to give the product a shot? Are they purchasing later – did the product not meet expectations? Is there an unexpected spike? Is there an auto-responder that is contributing to the refunds?

Are any affiliates disproportionately increasing your refund rate?

9. ASK YOUR CUSTOMER!

This is the most valuable source of information that you have. Your customer service team should definitely keep track of the reasons that customers give – but you should definitely consider implementing an auto-responder with a survey to get more information from your refunding customers so that you can make adjustments to prevent those refunds in the future.