

High-Converting Shipping & Return Frameworks

Customer Trust Policies

Vague return policies can reduce buyer confidence. Customers often abandon carts when the protocol for wrong sizes or damaged goods is unclear. Stop relying on boilerplate legal jargon. Install these conversion-focused frameworks to establish authority, protect your margins, and remove a major source of purchase hesitation.

FASHION / APPAREL

Fit Confidence Framework

Goal: Reduce hesitation around sizing.

Key Elements: processing time, exchange window, item condition, refund timeline.

CUSTOMER-FACING COPY

We process all orders within 2 business days. Tracking details are provided immediately upon dispatch. If a garment does not fit perfectly, we accept returns and exchanges on unworn, unaltered items within 14 days of delivery. All original tags must remain attached. Initiate your request via our returns portal. Once our facility inspects the garment, refunds are issued to the original payment method within 3 business days.

**Adapt this policy to match your operational workflow (e.g., if you don't use a returns portal).*

FINE JEWELLERY

Authenticity Protection Framework

Goal: Reassure buyers about investment value and prevent wear-and-return fraud.

Key Elements: transit insurance, security tags, tampering policy, authenticity guarantee.

CUSTOMER-FACING COPY

Every piece is fully insured during transit and mandates a direct signature upon delivery. We accept returns within 14 days. The custom security tag attached to your jewellery must remain perfectly intact. If this tag is severed or tampered with, the item is strictly non-returnable. This protocol ensures absolute authenticity and protects our inventory from return fraud.

**Adapt this policy to match your operational workflow (e.g., if you don't use security tags).*

BEAUTY / COSMETICS

Hygiene Protection Framework

Goal: Address safety and allergic reactions while protecting inventory hygiene.

Key Elements: hygiene standards, damaged goods protocol, unopened eligibility, restocking policy.

CUSTOMER-FACING COPY

Due to strict hygiene standards, we reject returns on any opened or used formulations. If your product arrives compromised, contact us within 48 hours with photographic evidence for an immediate replacement. Unopened items with the original hygiene seal perfectly intact are eligible for return within 14 days. We do not restock returned cosmetics.

**Adapt this policy to match your operational workflow.*

These examples are communication templates, not legal advice. Adapt them to your local regulations and operational policies.