

RETAIL

Simon makes returns easier with service expansion

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After Christmas, brands and retailers see a huge spike in returns and exchanges that can be a hassle to sort through. Image credit: Simon

By STAFF REPORTS

Mall developer and operator Simon is expanding its Happy Returns program to create a better online shopping experience.

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The Happy Returns service allows customers who purchase merchandise online to return it at guest services locations at Simon properties. The experience creates an easier way of returning items, eliminating the need to pack and ship them back.

Happy Returns

While ecommerce and online shopping is continuing to trend upwards, customers can still be wary of having to return articles of clothing for various reasons. The pain of having to pack up and ship items back can be a reason not to buy online for many customers.

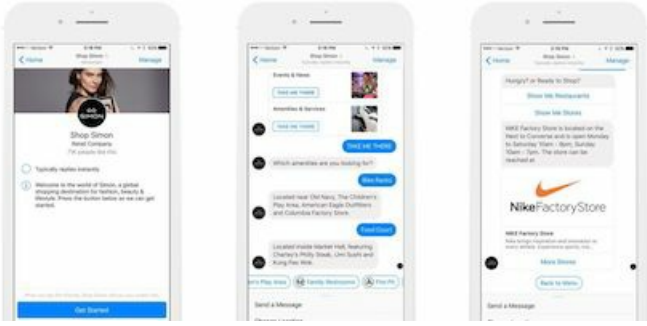
Simon is eliminating this issue by allowing those that buy from various retailers online to bring products that need to be returned to selected bricks-and-mortar locations.

During regular mall hours, customers can visit a Simon Guest Services desk to receive a credit.

Some locations include The Shops at Clearfork in Forth Worth, TX, Del Amo Fashion Center in Los Angeles and Southpark mall in Charlotte, NC.

The service was originally tested in five locations such as the King of Prussia mall in Philadelphia and The Galleria in Houston, TX, but is rolling out to an additional 16 locations with this week's announcement.

"We are thrilled to be Happy Returns' retail venue of choice and expand this very popular service to 16 additional centers," said Andy Hutcherson, senior vice president of innovation and customer experience at Simon, in a statement. "This service provides a hassle-free return experience and the opportunity for our guests to find what they really need at our centers all in the same trip."



Simon works to create customer service. Image credit: Simon

The mall owner and manager is often working on customer service initiatives and recently delivered personalized assistance to shoppers at its 208 North American locations at scale through a chatbot concierge.

Launched on Aug. 8, the mall chain's chatbot connects consumers with real-time information pertinent to their particular location through Facebook Messenger. Increasingly, malls are creating ways of bringing digital experiences to the bricks-and-mortar environment to ease consumers' searches ([see story](#)).

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