Three years of returns reviewed — what the gap shows

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21,400 after-sales files · fictional document

Fictional document — demonstration example

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Fictional document, produced for the demonstration. The analysis covers **21,400 return files closed between 2023 and 2026** at an invented retailer. It does not compare averages: it compares **two populations within the same company** — files closed fast and files that got stuck — to isolate what actually separates them.

The gap that decides how long a file takes

Population	Volume	Original order identified on first message	Median duration
Files closed in under 24 h	5,200	**94 %**	6 hours
Files closed between 1 and 8 days	13,100	58 %	2.4 days

Population	Volume	Original order identified on first message	Median duration
Files that ran past 8 days	3,100	**11 %**	14 days

Reading: it is not the nature of the fault that stretches a file. Across the three populations, the spread of return reasons is **almost identical** (maximum gap of 3 points). **The only variable that clearly separates the groups is whether the original order was identified on the first message.** The department's time records confirm it: finding the order accounts for **50 % of handling a return**.

What an unidentified order costs

Measured consequence	Frequency across the 3,100 stuck files	Observed cost
One more back-and-forth with the customer	78 %	2.1 days and a second contact
Warranty term cited by default, unchecked	**31 %**	**Source of 6 written complaints over the quarter**
Supplier recourse not identified, therefore not claimed	64 %	€46.60 on average, borne by the retailer
File reopened after closure	19 %	Handling restarts from scratch

The rebuilt index

Source reconciled	Order lines	Depth	Identification key available
E-commerce platform	384,000	3 years	Order no., e-mail, tracking no.
Tills of the 4 shops	91,000	3 years	Receipt no., date, amount, reference

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Source reconciled	Order lines	Depth	Identification key available
Marketplace A	**98,000**	3 years	**Marketplace order no., buyer e-mail**
Marketplace B	**37,000**	3 years	**Marketplace order no.**
Total	**610,000**	—	1,900 references out of 4,200 carry a serial number

The rule applied without exception: an order that is not identified is marked **“order not found”**, never attached to the most likely order. **An assumed order makes you cite a warranty term that is not the right one**, and a wrong term quoted to a customer costs more than a slow file.

Day of requests chosen for the manager's review of the index: _____

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https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-gestion-sav-retours-garanties

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