

VO: Make sure you're using an approved carrier and correct ship method that corresponds with the estimated delivery date provided on your Target Plus order.

The Partner browsing through different shipping methods (Air freight, truck, ocean freight) on the laptop and selecting one to update the order.

ON SCREEN TEXT: SHIPPING INFO
CARRIERS & SERVICE LEVELS*

VO: For future orders, you can review your site cut-off time in the Marketplace Portal and update it if necessary.

A shaking hands icon appears on the foreground.

ON SCREEN TEXT: CHANGE BUILDING LEAD TIME

VO: And you can partner with the Target Plus team if you need to make changes to your Building Lead Time.

Plain white screen with Lower Return Rates written in red appears.

ON SCREEN TEXT: LOWER RETURN RATES

VO: Let's move on to returns.

A cellphone appears as a guest goes through the updated details on a selected item product page on their cellphone.

ON SCREEN TEXT: ADD RECOMMENDED ITEM ATTRIBUTES & MULTIPLE IMAGES

VO: To lower your return rate, you can add recommended item attributes and a good mix of item and lifestyles images. It helps the guest understand if the item looks, fits, works or performs the way they expect, so they can make an informed purchase.

The guest scrolls down to read through the descriptions about the item. A video is also included in the images of the selected product.

ON SCREEN TEXT: CLEAR ITEM DESCRIPTION
ABOUT THE ITEM
DESCRIPTION
SPECIFICATIONS

VO: Make sure the item description is clear and easy to understand and include a size chart if the item needs it.

A video is also included in the images of the selected product.

ON SCREEN TEXT: VIDEO WITH ADDITIONAL INFORMATION

VO: A video providing additional information about the item goes a long way with them too.

Next we see a laptop screen as a partner goes through items with high return rates, proceeding to remove those items.

ON SCREEN TEXT: REMOVE NON-PERFORMING ITEMS

VO: And, if you're still seeing items with high return rates, remove them!

On a laptop screen, we see the items listed as "out-of-stock" for the items with high return rates.

ON SCREEN TEXT: LOWERING CANCELATION RATES

VO: When it comes to cancelations, accurate inventory is the key.

The target truck comes back on the screen as the scene changes to a warehouse setting where an empty rack and a trolley is next to each other. Next to it is the laptop screen with the list of "out-of-stock" shown on it appears on the right.

ON SCREEN TEXT: ZERO OUT INVENTORY ON OUT-OF-STOCK ITEMS
OUT OF STOCK

VO: As Target Plus does not support backorders, it's best to zero out inventory on out-of-stock items. So they don't show up on the website when not available.

The laptop screen takes the center scene as the calendar and a stack of files appears on the left side and right side respectively in the background. The "safety stock" web page appears on the laptop which quickly changes to an email alert icon.

ON SCREEN TEXT: INCLUDE SAFETY STOCK

VO: If possible, include safety stock for Target Plus orders and alert the Target team of popular items you expect to sell in high quantities.

The scene changes to a cellphone screen as the product page zooms in and slowly scrolls down with numerous detail of the selected item.

ON SCREEN TEXT: REDUCING GUEST CONTACT RATES

VO: Next is Guest Contacts. Like returns, the best way to reduce guest contacts is by giving the guests as much details about the item as possible

The finger on the cellphone slides the screen to order details which quickly changes to an email alert icon about the items arrival.

ON SCREEN TEXT: UPDATE ORDER STATUS

VO: and keeping them updated with the order status details, so they know when to expect the item. What's more, such updates keep them excited about the order's arrival!

The laptop screen appears and we see the below Operational Performance points listed out and tick marks appear next to them.

ON SCREEN TEXT: INFORMATIVE ITEM DATA AND CONTENT

ACCURATE INVENTORY AND BEHIND-THE-SCENES LEVERS
AND MONITORING YOUR REPORTING

VO: So, just remember, to improve your Operational Performance and lower your ODR. • Include robust item data and content • Ensure accurate inventory and behind-the-scenes levers • Monitor your order pipeline, and review your reporting

The scene changes to a shipment being delivered as a Target delivery truck brakes and drops off a package to the assigned delivery address.

VO: It's all you need to give your guests everything they expect and probably, a little more.

As the truck drives off, the laptop screen appears in the forefront with the performance index on it.

Everything fades away as the TARGET PLUS logo appears on the screen.