



CASE STUDY

Using Reverse Logistics to Improve Customer Satisfaction

Client

A Global 500 manufacturer of consumer and business IT equipment

Business Challenge

The Client needed to minimize negative feedback and margin loss by reducing customer return processing times and the amount of time required to return product to vendors.

Solution

Direct Alliance implemented a solution that uses SuperScan™, a reverse logistics process technology, to improve the Client's product return processes. Information on each product and each step of the process was entered into the system, researched for origin and authorization and verified for accuracy, from the moment the returned product arrived on the dock to its electronic invoicing and shipment back to the vendor. Automated vendor-specific information, tracking data, and electronic invoicing minimized confusion and reduced errors associated with manual processing.

Metrics

Product return processing times decreased from 15 days to 24 hours, speeding up credits to customers. Product returns to third-party vendors were also reduced, resulting in better credit rates. Customer satisfaction improved and the client's bottom line increased 5% during their implementation of the SuperScan™ reverse logistics processes.