RENEWITY
RMA & SERVICE MANAGEMENT

EXCALIBUR CROSSBOW

$200,000 saved through lower staffing requirement with RenewityRMA.

Background

Since 1983, the first priority of Excalibur, Inc. has been to make the most efficient, reliable, and accurate hunting crossbows that money can buy. World renowned for the quality of its products, Excalibur Crossbow has been a division of Bowtech since January 2014. This partnership aligned leading archery brands, creating the industry's broadest product and service offering.

Objectives

Prior to the introduction of Renewity's RMA & Service Management Automation Solution, RenewityRMA, Excalibur Crossbow had transitioned from a completely carbon paper-based system to an Excel-based system. The Excel solution had become increasingly difficult and time consuming to manage and track RMAs; therefore, Excalibur was looking for a SaaS (Software-as-a-Solution) setup that would better meet the company's needs. For effective RMA Management, Excalibur needed to cover the following:

1. Reduce RMS labor handling costs
2. Reduce overall cost per RMA – first establishing the cost of each RMA
3. Reduce turnaround times
4. Improve tracking with regards to units being handled
5. A flexible solution that will cost-effectively support multiple repair centers and that will enable better tracking and reporting of RMA data
6. A scaleable solution that readily handles seasonally based demands on RMA support services
7. An effective online interface for customers to see the status of their RMAs 24/7, with an emphasis on simplifying the process of receiving, communicating throughout, and data entry requirements pertaining to RMA processing
8. Leverage the effectiveness of highly visible post-sale support to positively impact sales revenue
9. Reduce phone call volumes in regards to both incoming and outgoing calls
10. Improve accountability as RMAs are processed through multiple steps and hands
11. Improve visibility into processing and deliver more immediate access to information
12. Decrease manual touchpoints within RMA processing and the length of time spent supporting these touchpoints within the RMA support process
13. Reduce the use of paper based forms
14. Empower RMA Management to simplify the provision of KPIs (Key Productivity Indicators)
15. Improve communications throughout the lifecycle of the return
16. Handle a product recall process in the returns system
17. Improve the overall client experience and satisfaction with the handling of their returns
18. Find a solution to track a product recall process

Challenges

Excalibur Crossbow was at a point where to support its RMA processing based on its current RMA handling system it would require increasing the RMA support team by two additional people. Additionally, accountability was also a key issue as the executive team had no clear definition of the cost-per-handling of each RMA, and no way look at KPIs to provide focus on where improvements should be made.

Excalibur felt there was significant support, customer satisfaction, and cost benefits to be had through transitioning to a SaaS solution like RenewityRMA. One of the key benefits of the Renewity solution was its easy configurability. It meant that the company did not require custom programming experience.

Initially, there was significant executive resistance to enhancing an already established RMA process. However, it was decided that because of the potential reduction in additional labor costs and the improved understanding of RMA handling costs, that a change was justified. The low cost, low risk approach of Renewity RMA met the company's fiscal needs, as well it had the internal resources to ensure a successful transition.

Solution

Excalibur Crossbow implemented Renewity's RMA & Service Management Automation Solution, RenewityRMA, without requiring any IT resources. Input and direction for setting up the solution came from those who dealt with RMAs daily or had accountability for the system, as well as some input from key customers.

Results

The system has now been in place since early 2014 and the results demonstrate the benefits incurred since Excalibur Crossbow implemented RenewityRMA:

1. $80,000 reduction in RMA staffing costs due initially to the ending of a hiring initiative
2. 23% reductions in RMAs trending in second year of using Renewity and attributed to more accurate and quicker RMA product issue tracking
3. Up to $200,000 (5 staff) reduction in RMA staffing, estimated for their old RMA system, compared to what Renewity RMA required over its first year of usage
4. A 50% estimated reduction in incoming and outgoing call volumes
5. Quicker RMA submissions from incoming calls – 1 minute compared to 10 minutes (old RMA system)
6. Established an accurate per RMA handling cost
7. Provision of an online customer portal where customers / distributors can create and see the status of their Support and RMA issues 24/7
8. Scalability savings ($15,000) due to service automation with large seasonal variations in RMAs easily handled making it unnecessary to hire seasonal people
9. Visibility of data being collected through outsourced repair centers provided the ability to easily control and oversee outsourced RMA services further reducing costs per RMA and enabling the Excalibur service team to provide key metrics on all RMAs being handled regardless of location of repair
10. KPIs on all RMA processes available to Management providing more insight into handling costs

11. Ability to leverage data as an early warning to unexpected product issues that might crop up
12. Handling a successful Product Recall process within RenewityRMA
13. Reporting and charting data is now available in seconds compared to the hours and days it used to take
14. Empowering the team with the ability to provide key data to Executives and other departments on request
15. 50% reduction in paper and document handling costs
16. Improved turnaround times pertaining to RMA processing
17. Highly visible online interface that can be leveraged by the company's Sales team to help close new sales opportunities
18. Ability to easily meet variable seasonal demand while maintaining efficient turnaround times
19. Automated communications and reports to RMA stakeholders as part of the configurable workflow
20. Improved accountability and easier training with regards to staff supporting the processes

Each of the above points provided significant ROI to Excalibur Crossbow with the initial ROI being immediate as the company did not need to hire any additional staff to support its RMA processes.

One of the next steps for Excalibur Crossbow is to have more details on customer satisfaction levels regarding their support and RMA handling services. Excalibur will be doing so by leveraging the processing capabilities of RenewityRMA to auto-generate a survey email to its customers a few days after the RMA units have been shipped back and a log maintained of the results.

The first year with RenewityRMA has been a great success for Excalibur Crossbow financially. It has also improved customer relationships to such an extent that Bowtech Archery has decided to implement RenewityRMA.

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