



**RENEWITY**  
RMA & SERVICE MANAGEMENT

**Panasonic**

**Quick and Easy Implementation  
followed by Rapid ROI**

Reports that in the past could take hours or days to assemble could now be created through Renewity's solution in just minutes.

## Objectives

A division of Panasonic, Panasonic Electric Works, had a variety of returns issues within its automation products business. The returns system was manual and with the rapidly growing volume of business it was becoming increasingly difficult to meet audit requirements and manage returns. Its returns management objectives were to:

1. Reduce the number of calls and emails associated with each return
2. Centralize return information providing documentation and report audit information quickly and effectively
3. Provide clients with the ability to go online and see the status of their returns—anytime from anywhere
4. Have the capability to handle multiple return processes including stock rotation and repairs management
5. Comply with Sarbanes/Oxley by showing the returns management and billing process for repairs had the oversight and approval of executives within the company
6. Enable clients to get RMA numbers immediately
7. Reduce turnaround times on returns
8. Implement an RMA system that was flexible and that adjusted to different return handling needs throughout the return's lifecycle

Management needed to meet all these objectives easily and economically, while remaining within Support's budget.

## Challenges

The company's returns were handled by a manual process. Typically, clients either phoned or emailed in their RMA requests. Its service reps would then confirm the product status and authorize how the return was to be managed—relying on manual updating and tracking to find out where the RMA was in the system. They wrote emails to keep clients informed and physically had to track down where repairs were in the system in response to “give us an update” calls from clients.

Panasonic Electric Works realized that if it could successfully centralize and streamline its RMA processes, it would not only increase client satisfaction, but also accrue cost efficiencies.

## Solution

Panasonic Electric Works implemented Renewity's RMA & Service Management Automation Solution, RenewityRMA, without requiring any IT resources. The implementation was done by Panasonic Electric Work's support staff—there was no requirement for programming skills and the cost of the implementation fell well within Support's available budget.

## Results

In less than 2 weeks, the Returns Department implemented a returns management solution. The quickest benefit realized was a reduction of return-associated calls and emails, and the turnaround time regarding handling returns was reduced significantly. Client satisfaction increased as they were able to get RMA numbers through Renewity's RenewityRMA solution so they could immediately start processing their returns 24/7—anytime, anywhere.

Reporting was another benefit. Reports that in the past could take hours or days to assemble could now be created through Renewity's solution in just minutes. All Sarbanes/Oxley reporting needs were also met.

Every step of the RMA process workflow has been established to ensure all stakeholders (distributors, factory, internal staff, and others) involved in the RMA process are automatically kept informed throughout the return lifecycle. As well, it has become much easier to adjust the type of return to each of the differing RMA situations, whether it involves stock rotation, inspection, passing units to the factory for evaluation, repair of the product, shipping or issuing fees.

Within just a few days, Renewity's RMA & Service Management Automation Solution delivered the cost efficiencies Panasonic Electric Works required for its return processes, while at the same time it greatly enhanced client satisfaction.