RENEWITY

RMA & SERVICE MANAGEMENT

SERVICE TEAMS SURPASS EXPECTATIONS WITH UNEXPECTED GAINS

We're living in a time when organizations are, supposedly, damned if they don't embrace digital transformation. It's quite simple. If they remain as they are operating in technological silos, then they are damned if they do: "The organizational structures, processes, and ways of working that have been so successful in the past are now your firm's greatest enemies in its race to embrace digital technology" (Schadler, et al. 2017).

Organizations face two hurdles simultaneously: first, transform digitally, and second, deliver a digitally enabled customer experience that adapts to customers' changing expectations and demands. And that's critical as digital services are essential to rework the customer experience, one that will provide concrete benefits to organizations that successfully execute customer-centric strategies. Across industries, customers with a positive experience demonstrate greater loyalty to brands, creating conditions that enable organizations to decrease costs and to increase employee engagement.

An easy and effective way of overcoming these two hurdles and helping the company avoid the "damned if they don't scenario," is to automate service operations. It's not necessarily the panacea that will transform the entire business, but it will enhance customer loyalty to the company's brand for long-term competitive advantage. According to Schraeder, "The adoption of technology innovations by organizations has exploded over the last few decades with global spending on technology across all industries reaching an estimated $2.6 Trillion" (2008).

If your company isn't one of the estimated $2.6 Trillion and continues to be bogged down with archaic and manual systems, then it will be damned: "In the U.S., the estimated cost of customers switching due to poor service is $1.6 Trillion" (Accenture Customer Service Statistics).

Many manufacturing companies belong to this group as they perceive their service teams as one of their weakest links in delivering customer satisfaction—not the fault of the service team as it's continually left out of the technological loop that all other departments enjoy. When you compare the technological innovations enjoyed by all other departments with the largely manual or home-grown Returns and Service Management (RSM) systems that service teams struggle with, then it's dangerously short-sighted not to recognize that in today's hyper-connected world, the service team now represents the totality of the after-sales brand of the company.

To override the service team's bad reputation as a weak link, implement a Returns and Service Management (RSM) automation solution—one that is adaptable and functional and one that will ensure the team communicates with customers in the way that customers expect and demand. With the right automation solution, service teams can create a lean returns process, enhance customer satisfaction, increase revenue, and reduce return rates.

The primary benefits of automating operations are well known: improved availability and reliability, enhanced productivity, reduced costs, and improved performance. What is not well known are the surprises an RSM automation solution can deliver—more than one hundred manufacturing companies discovered the following unexpected gains after implementing their RSM automation solution:

1 Phone calls and emails to the service team **dropped by over 90%** simply because customers stopped calling to request RMAs and to learn their status.

2 Time to enter an RMA by service representative and customer was **reduced by 78%.**

3 New revenues from calibrations— sending out reminders **improved calibrations by 20%.**

4 Turnaround times dropped significantly —**5x faster**—and were more consistent and predictable.

5 The Return on Investment (ROI) was **much faster than anticipated.**

6 **Increased revenues** derived from sales and service products and recalibration.

7 The **rapid speed** at which the system got set up and running seamlessly.

8 The momentum of defining and implementing the system was kept alive due to the ability to **quickly implement feedback** from the service team and customers.

9 Customer self-service portal **attracted major new clients** who demanded visibility into their returns and repairs.

10 Dealers and distributors loved the system, especially the customer portal where they could **add multiple units on one RMA rapidly** via an Excel file.

11

Dealer's **loyalty increased**, and the OEM became the dealer's supplier of choice.

12

The ability to set up new processes, other than RSM, for other teams was **completely unexpected.**

13

Warranty returns dropped as changes could quickly be made to production to fix issues found by customers—especially when a new product or model was introduced. One customer reported a 25% drop.

14

Better and more accurate data on faults led to changes that quickly reduced returns, as well as decreasing No Fault Found (NFF) returns.

15

Reduced calls from customers to sales and customer support for RMA status.

16
The RSM system made **outsourcing feasible** because the OEM had control and visibility into the 3PL RSM provider's processes.

17
Handling global repair centers was easier as the RSM system delivered control, visibility, and reporting capabilities.

18
Audits and reports for compliance (FDA, ISO, Sarbanes/Oxley) **passed easily** and management reports were much simpler to generate.

19
Quotes for repairs and POs were **delivered much faster** than through emails, increasing productivity.

20
Integrating to ERP and CRM turned out to be not a big issue, what was more important was getting the RSM up and running as it **delivered immediate results.**

Today, service teams are the strongest link in the chain. What other customer-facing team can provide the benefits inherent in an RSM automation solution, together with these twenty unexpected gains—to name some, but not all? And this at a time when the "Customer Experience will overtake price and product as the key brand differentiator by the year 2020" (Walker, 2013).

An automation solution is the greatest opportunity for a company to increase service to the customer. Don't overlook this potential to turn your service team into a brand ambassador for your company.

References

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ABOUT RENEWITY

As the global leader in RMA & service management automation solutions, Renewity excels in defining, implementing and automating processes for Returns and Service Management (RSM) for top manufacturing companies with its flagship platform—RenewityRMA.

Renewity continues to work with many of the world's most prestigious brands such as Panasonic, Honeywell, Illinois Tool Works, Ametek, Flex Electronics, FLIR Systems, and Stanley Black & Decker. In addition, Renewity has worked with many small- to medium-size manufacturers. Renewity assists manufacturers to transition from primarily manual processes for service and returns management to an automated system configured to their specific needs and facilitating compliance, brand protection, and enhanced customer experience.

With its in-depth knowledge of RSM—having worked with hundreds of companies worldwide—Renewity's solutions deliver a flexible and easily configured software platform that enables service teams to quickly set up unique workflows and data for exceptional product service. Renewity not only has the software, but it also has the expertise in the RSM domain—a unique combination that ensures the continuous success of its clients' RSM processes.