



**RENEWITY**  
RMA & SERVICE MANAGEMENT



**\$208K in savings and Best in Industry return turnaround times**

**Improved post-sale responsiveness for a mid-size B2B manufacturer**

## Background

Digital Monitoring Products (DMP) is a family owned manufacturer of electronic burglary, fire, and access products. It sells directly to preferred alarm companies that are passionate about providing life-safety and peace-of-mind and delivering a consistent recurring monthly revenue.

## Situation

The Corporate Quality Director of DMP was searching for ways to improve quality. He was given responsibility for overseeing the logistics of returns at DMP, and quickly realized that the homegrown Access database was not meeting the needs of DMP's service team, dealers, and customers.

## Challenges

The challenges DMP faced were many and varied:

1. Customers had to fill out a 3-carbon copy returns tag and send it back to DMP
2. Various inefficiencies in DMP's RMA system led to a 5-day turnaround time on returns
3. No customer portal even though it was an efficiency frequently requested by customers
4. Recorded data was stored in an increasingly unreliable Access database leading to partial failures, downtime, and a 30-second lag time / data entry issue
5. Failure of the Access system would mean a move to Excel
6. Accuracy problems with incoming RMA information from both dealers and customers
7. Numerous items without any issues were returned
8. Unable to conduct warranty checking
9. Information about the units only available once received and examined
10. No unique serial number information

The DMP Corporate Quality Director researched solutions and after careful review found Renewity's RMA & Service Management Automation Solution, RenewityRMA, to be the only option that would fully meet their needs—especially since one of DMP's key goals was improved responsiveness.



## Solution

To meet its challenges, DMP implemented Renewity's RMA & Service Management Automation Solution, RenewityRMA.

## Results

The corporate goal of improved responsiveness to customers has been achieved, giving DMP a competitive advantage through its new post sale-services. DMP can now ensure a consistent and superior customer experience. Furthermore, each of the following results added up to an overall positive effect on DMP's ROI.

1. \$16,000 savings – Customers no longer have to use a 3-carbon copy tag resulting in lower paper costs
2. 5X improvement in turnaround time – 1 day as compared to 5 days—an 80% reduction in process cycle time—earning the “Best in Industry” designation and resulting in improved customer acquisition and retention
3. Customer portal – Provides 24/7 access to dealers and customers
4. Superior data collection – Dealers and customers have access to an improved data entry system that is extended to the service team, also the data being pulled is enabled through a two-part SN number entry (this provided Serial Number uniqueness and enabled pre-received product information)
5. Customers empowered – They now supply superior information that has led to improved relationships and an enhanced customer experience
6. Dealers more considerate – By using the customer portal they can easily supply product failure information resulting in rapid and accurate processing and improved relationships
7. \$40,000 per year – Reduction in handling costs
8. \$136,000 – Reduction in labor costs—over first 2 years
9. 83% – Reduction in customer-owned material onsite has led to reduced liability exposure by \$2,400 a day, improved ISO classification, reduced risk through continuous improvement (improved risk management activity), and a potential reduction in insurance rates
10. System transparency and security – For service team, dealers, and customers

## Overall Estimated Savings

The estimated savings within the first 2 years of Renewity usage was calculated to be \$208,000 and does not include soft values such as:

- The unmeasured dollar savings of supplying the industry's best turnaround time and client responsiveness
- The value of promoting superior post-sale services within various vertical markets and selling with regards to customer acquisition
- The significant reduction in risk and liability
- The improved confidence and satisfaction levels experienced by dealers and customers
- The financial benefits gained with regards to customer acquisition and retention

All the above values were coupled with improved customer satisfaction and, more significantly, improved responsiveness of DMP's post-sale services.



## Testimonial

Digital Monitoring Products has been using Renewity's RMA & Service Management Automation Solution now for two years—we couldn't be happier with our decision. Within the first year, we realized an 80% reduction in our process cycle time, and a greater than 5X return on investment through reduced labor and material costs. In addition, the freedom that the system gives us in terms of customization and control of inputs, notifications, etc., is very powerful.

As the quality guy, if I see an emerging issue it's quick and easy to add a descriptor or category that allows me to immediately start to identify the scope of a problem that might otherwise be masked by the typical canned system.

The level of visibility that the system affords our customers has been a giant step forward for us as well. Being able to take their feedback, make adjustments, and immediately increase the value of the system for their process improvement has been very powerful. Overall, our experience has been a 10 out of 10, and I would highly recommend Renewity's solution to anyone who is not satisfied with their current RSM process.

— Lee Scanlon, Director, Corporate Quality, Digital Monitoring Products, Springfield, Missouri