



**RENEWITY**  
RMA & SERVICE MANAGEMENT



**MORBARK**

**RMA tracking reduced from 3 hours per RMA to 90 seconds—a 98% in man-hours savings**

## Background

Morbark manufactures equipment for a variety of applications involving wood and organic materials including forestry, sawmill, tree care, and recycling. The product line includes hand fed chippers to self-feeding whole tree chippers, tub and horizontal grinders, de-barkers, sawmill equipment, and attachments to get the job done. This equipment is available in towable versions, track or electric powered. Morbark's extensive line of equipment is known for uniform, predictable quality, tailored to meet the customers' needs for many years.

## Situation

Morbark's returns were time consuming and labor intensive. It had access to and had explored the option of tracking RMAs within its large ERP provider, but found its RMA processing system overly complex, expensive for the value delivered, and not customer centric. The company needed a cost-effective RMS (Returns Management System) that was quickly installable, easy to use and configure to solve its demanding every-growing return processing issues.

The time it took to process an RMA was 45 days on average from the time a client initiated the RMA till the time they were issued a credit or a unit was repaired. There were up to 11 paper forms that traveled around with the RMA while it was being processed. All processing data added to the items being returned was attached to one of these sheets. The ongoing challenge was tracking down this sheet. So much so, that one person's job consisted solely of tracking RMAs and their associated paperwork.

Additionally, there was no mechanism in place to keep clients informed about the status of their RMAs and nothing in place to track where RMAs were in the process. In fact, it was taking hours to handle tracking requests.



## Challenges

Morbark realized it was mission critical to improve returns management. It needed to make the process much more efficient, while at the same time increasing client satisfaction and customer retention in a highly competitive marketplace. Overall, Morbark indicated it wanted to improve internal visibility into RMAs, centralize returns data, enable efficient tracking, provide more thorough communications, supply clients with 24/7 availability regarding their RMA status and reduce costs.

To ensure quality in their after-sale services, Morbark realized its return management system was in desperate need of an overhaul. The company needed to:

1. Improve the efficiency of the RMA process regarding return turnaround times and credit approval cycles
2. Increase client (initially distributor) satisfaction with the overall returns management process
3. Provide internal visibility into the returns process to improve both accountability and communications
4. Provide client visibility into the RMA process enabling them to view the status of their RMAs in real time
5. Provide capability to handle multiple return processes and multiple units under one RMA number
6. Reduce paper costs associated with returns
7. Centralize return information providing documentation and report audit information quickly and effectively
8. Improve warranty handling during the RMA process
9. Implement a flexible RMA system that will adjust to different return handling needs throughout the return's lifecycle
10. Increase internal staff satisfaction level regarding RMA processing

## Solution

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

## Results

The Morbark team configured RenewityRMA without any custom programming experience. Below are the ROI (Return on Investment) and RMA processing results achieved by Morbark, actual and estimated, for each of its requirements since implementing RenewityRMA:

1. Improve the efficiency of the RMA process regarding return turnaround times and credit approval cycles
  - Average turnaround time reduced from 45 days to 24 days—a 53% reduction.
  - RMA tracking reduced from 3 hours per RMA to 90 seconds—a 98% in man-hours savings.
  - 40% reduction in warranty handling calls and emails as estimated by the warranty management team—RMA support calls are now of a much shorter duration.
  - Serial number repair history now available in seconds compared to hours—only number of times repaired was available—resulting in significant man-hours savings as account managers request serial number history checks weekly.
  - Average open claims per day—reduced by 59%.
2. Increase client (initially distributor) satisfaction with the overall returns management process
  - Client feedback has been positive although initially the warranty handling process faced some resistance from Morbark's distributors and internal management, but all parties quickly saw the benefits once they began using RenewityRMA and now both groups have indicated they are satisfied with the system.



3. Provide internal visibility into the returns process to improve both accountability and communications
  - RMA support personnel now have internal real-time visibility and better access to returns processing data through an easy-to-use centralized system.
  - Accountability at all stages of the RMA processes has been enabled—eliminating costly bottlenecks.
  - Thorough automated communications all stakeholders are information about the RMA processes.
4. Provide client visibility into the RMA process with the opportunity to view the status of their RMAs in real time
  - 24/7 client status review capability is being used and having a positive effect on satisfaction levels.
5. Provide capability to handle multiple return processes and multiple units under one RMA number
  - Multiple return processes with easy configurability have enabled handling repairs, warranty and non-warranty returns, and different types of credit returns—Mor Bark expands the system as necessary.
  - Some processes are configured to handle multiple units under 1 RMA number while other processes are 1 unit per RMA number.
6. Reduce paper costs associated with returns
  - \$1,873 paper cost reduction per year.
  - 11 sheets involved in the processing of a return now reduced to 1 sheet.
7. To centralize return information providing documentation and report audit information quickly and effectively
  - Reports now available in seconds, ranging from failure analysis, past due analysis, audit issues, etc.
  - Individual RMA reporting such as evaluations, warranty claims, credit, now easy to create as needed.
8. Improve warranty handling during the RMA process
  - Warranty handling RMA processing has delivered the benefit to Mor Bark's RMA process.
9. The RMA system had to be flexible, adjusting to differing return handling needs throughout the return's lifecycle,
  - Additional touchpoints were easily added to RMA processing to ensure superior customer servicing without any negative impact on servicing time—turnaround times reduced by 53%.
  - Additional processes have been created as Mor Bark expands usage of Renewity solution—internally expanded at minimum cost without the need for custom programming experience.
10. Increase internal staff satisfaction level regarding RMA processing
  - Support, RMA handling, and Sales staff have all indicated a high satisfaction level with Renewity's RMA & Service Management Automation solution.

The cost and time savings at Mor Bark regarding returns management have been tremendous, while at the same time resulting in greatly improved distributor, end user, and internal support satisfaction levels. The efficiencies created within the Mor Bark RMS system have resulted in the dramatic reductions in RMA support handling costs, saving Mor Bark thousands of dollars in wages and reducing RMA support overhead such as documentation, operational and administrative costs.

With Renewity's RMA & Service Management Automation Solution, RenewityRMA, Mor Bark can now easily configure changes into its RMA system, ensuring the consistent delivery of superior post-sale services to distributors and end users of its products. Supplying these superior post-sale services has improved Mor Bark's standing within its sales channels, and in these leaner competitive markets providing consistent positive after-sales experiences has led directly to increased promotion within distributor channels and improved product sales.

## Testimonial

*"The Renewity system has given us the means to communicate, track and maintain all the return processes within our company. Where there wasn't a way to oversee the system from beginning to end, we now have a highly effective digital trail to follow. It has improved our efficiency, accountability and cost effectiveness in ways that we didn't even foresee before the system was integrated into our returns processes."*

— Mor Bark Customer Service Representative