



RENEWITY

RMA & SERVICE MANAGEMENT

Chroma
Systems Solutions

Formerly  QuadTech

Documentation handling time reduced 35 hours a month and 6 manual touchpoints in the RMA process eliminated

QuadTech was more than compensated for the cost of implementing RenewityRMA—it achieved its ROI in weeks, not

Background

QuadTech, Inc, an ISO 9001-Registered company, is a solutions provider enabling Medical Device Manufacturers and other manufacturing industries to test the safety and quality of their electrical products while ensuring compliance to FDA and other regulatory agencies. The company offers a complete line of instrumentation and solutions including LCR Meters, Hi-pot and Ground Bond Testers, Safety Analyzers, Megohmmeters, Milliohmmeters, systems and software, as well as calibration and repair services. Based in Maynard, MA, QuadTech, Inc has a worldwide network of direct sales and distributors who service and support customers around the globe.

Situation

QuadTech had between 8 and 12 forms for each RMA with at least 1 multiple copy form being produced by an external printing company. The paper and material costs amounted to \$4.50 per RMA with much time being spent by various departments on documenting the RMAs as they passed through the repair and calibration return cycle. Even though the RMA turnaround process was maintaining a 3-day calibration and 5-day repair cycle, the process was resource intensive and had multiple manual handling touch points.

The company felt there would be cost benefits if it gave clients an online interface where they could enter their RMAs. A system that would further automate many of the RMA touchpoints and add resource-freeing efficiencies into the system. The company felt its internal control of RMAs was quite good, but was neither cost effective nor communicative, especially keeping RMA internal stakeholders informed with timely reports and other communications.



Challenges

QuadTech had a well-defined RMA process that was meeting its turnaround time objectives. Even so, it realized that to remain successful in a highly competitive marketplace, its processes needed to be less resource intensive while still maintaining satisfactory customer service levels. Even though well-defined, the company's RMA system lacked flexibility: reporting and analysis of the RMA process was quite difficult, taking days to compile and analyze return data.

Initially, there was significant executive resistance to enhancing an already established RMA process that was successfully maintaining required turnaround times. However, it was decided that to remain competitive something was needed to reduce the resource intensiveness of the current RMA handling process. RMA management objectives were therefore to:

1. Reduce documentation time required for RMA management and manual handling touchpoints
2. Eliminate the use of paper-based forms
3. Provide an online interface for customers to enter their RMAs through the website 24/7 with an emphasis on simplifying the process of receiving an RMA and data entry requirements to complete a repair or recalibration
4. Improve communications throughout the lifecycle of the return
5. Reduce the number of RMA-related client calls and emails
6. Centralize data with the availability of real-time tracking, analysis and reporting
7. Provide the ability to manage multiple return processes and return locations
8. Improve the overall client experience and satisfaction with the handling of their returns

Solution

QuadTech reviewed the efficiencies that Renewity's RMA & Service Management Automation Solution, RenewityRMA, would deliver. The solution would enable QuadTech to meet growing competitive needs, and to implement a low risk, cost-effective solution. One key benefit of the solution was its ability to be easily configured and implemented by the operations team with a little or no IT resource requirement, meaning implementation was rapid with lower follow-on costs.

The low cost, low risk approach delivered by the RenewityRMA solution met QuadTech's fiscal needs, with the added benefit of minimal to no impact on its overloaded IT resources. Therefore, it decided to move forward with implementing Renewity's RMA & Service Management Automation Solution, RenewityRMA.

Results

Renewity's RMA & Service Management Automation Solution has been in place for just over a year. The savings in cost and time and other benefits realized by QuadTech are:

1. 35 hours-per-month reduction in documentation handling time and the elimination of 6 manual touchpoints in the RMA process.
2. 100% Exceptional Service rating on customer surveys. Note: A link to the survey is sent automatically after the completion of each RMA as part of the workflow configured through Renewity.
3. \$4,500 saved in paper costs per 1,000 RMAs processed – \$4.50 per RMA
4. New revenue stream developed for advanced data service requests including certification, acknowledgement, before and after data documentation. Requests for these services are automated through workflow.
5. Approximately 40% reduction in RMA-related phone activity.
6. Centralized data has enabled more timely reporting including automated reports to RMA stakeholders as part of the configured workflow.
7. 100% of staff utilizing RenewityRMA, especially lab technicians, are highly satisfied with the system.
8. Ability to easily control and oversee outsourced RMA services to further reduce costs per RMA and enable the QuadTech RMA service team to focus its support on expanded product lines.

Any one of the eight benefits listed above would have more than compensated QuadTech for the cost of implementing the Renewity solution. Its ROI was achieved in weeks, not years. As well, since implementation, QuadTech's RMA support costs have been dramatically trimmed and customer service ratings have greatly improved, leaving QuadTech well positioned to weather fiscally challenging times.

Previously, QuadTech was meeting its product return turnaround goals and customers were satisfied with the RMA services provided, though not exceptionally so. It took a significant leap of faith by QuadTech to implement the Renewity solution, but the ROI it has achieved in its first year of utilizing RenewityRMA demonstrates that the company's faith was well rewarded.

In these leaner economic times, especially since the last quarter of 2008, it was essential to lower support costs, to increase revenue from pre-existing clients, to decrease client attrition, and to deliver superior customer service. With Renewity's RMA & Service Management Automation Solution it has succeeded in doing so.