



RENEWITY

RMA & SERVICE MANAGEMENT

SIMCO

RenewityRMA reduced submission and data entry from 7 minutes to less than 90 seconds. "The more we use it, the more we like it!"

Background

SIMCO, an Illinois tool works company, is the world's largest manufacturer of static control products. It has been providing solutions to electrostatic problems in a wide range of industries since 1936.

SIMCO's customer returns were handled by a manual process. The company analyzed both the handling times and cost of goods to support the RMA to see where it could add efficiencies. This was the situation:

- The cost of the forms was \$638 per year
- The combination of submission handling plus data entry was taking 7 minutes per client
- Getting POs from clients could take up to 3 weeks with multiple calls
- Items arriving without RMA numbers, which was occurring on 1% of returned items, took the time and resources of more than one department to resolve and handle

With return volumes increasing to over 1,600 per year, the returns system was rapidly becoming too difficult to manage.

Challenges

SIMCO needed a solution that would improve RMA handling efficiencies while still maintaining its high level of service standards. It needed to:

1. Eliminate a manual paper-based RMA handling system prone to issues such as cumbersome data entry, lack of real-time information, poor tracking capability, difficult to report against, and lost or difficult to find paperwork
2. Get immediate status checks on client RMAs ensuring better tracking and more responsive service
3. Improve the metrics on RMA # creation, handling times, P.O acquisition, quotes, etc.
4. Eliminate the use for paper-based forms
5. Easily configure a returns system, one that adapted to changing business conditions

Solution

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

Results

During the first 6 months, the returns process has been adapted many times to handle changing business requirements, and these adaptations have been easily configured into the system—without the necessity of any programming experience. RenewityRMA also:

- Eliminated the need for return handling forms
- Reduced submission and data entry from 7 minutes to less than 90 seconds
- Provided quotes when the return request is submitted through the easy quote provider in RenewityRMA, resulting in POs being obtained much faster—some within minutes
- Tracked items arriving without RMA numbers attached
- Enabled items arriving without RMA numbers attached to be tracked and to continue through the returns process seamlessly.

Customer satisfaction has increased with the introduction of RenewityRMA, but what has most impressed SIMCO's process management has been the tremendous buy in from their internal returns handling group—a major coup.

Testimonial

The Process Manager at SIMCO is actively promoting the Renewity solution to the other divisions within the Illinois Tool Works group of companies. Internally, they have indicated they are extremely satisfied with the value RenewityRMA has provided regarding their ability to cost effectively handle RMAs. Also, there are discussions about expanding the solution to their distributors to help them manage their returns by providing access to create their own RMAs for SIMCO products.