



RENEWITY

RMA & SERVICE MANAGEMENT

BROOKS[®]

INSTRUMENT

RenewityRMA eliminated the need for custom return handling forms and greatly decreased RMA support costs.

Clients now have better control of their return process and are able to easily see the status of their return(s) in real time.

Background

Brooks Instrument is a world leading provider of an array of flow measurement and flow control solutions for dozens of industries, including biopharmaceuticals, oil and gas, fuel cell research, chemicals, medical devices, analytical instrumentation, semiconductor manufacturing, and others.

Situation

Brooks Instrument had three forms that they used to handle each RMA. All the submission data was entered manually by their internal support staff. A single page, handwritten, carbon copied summary with minimal information was provided to their clients when RMAs were completed. When clients wanted to know the status of their returns, someone was continuously going on the floor to track them down. The overall process did not scale well and was becoming increasingly difficult to manage.

What was required was a better, more efficient and cost effective way to handle their RMAs.

Challenges

Brooks Instrument wanted to improve RMA handling efficiencies, while still maintaining their high level of service standards. The company wanted to:

1. Improve both the overall client experience and customer satisfaction within its service business
2. Provide an online interface for customers to enter their RMAs through the website 24/7 with an emphasis on simplifying both the process of receiving an RMA and data entry requirements to complete a repair or recalibration
3. Improve internal company communications throughout the lifecycle of the return
4. Improve metrics on submission times, handling times, customer satisfaction levels, etc.
5. Centralize data with real-time tracking and reporting
6. Reduce repetitive data entry, eliminating the use of paper-based forms and improving the overall efficiency and organization of the returns process
7. Manage returns for multiple processes and multiple repair centers



Solution

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

Results

There has been a dramatic improvement in the efficiency of Returns Management at Brooks Instrument. What was a manual return creation and handling methodology has been streamlined to quickly and efficiently meet its clients' needs, greatly reducing service times and providing an improved service experience for its customers. The system now scales well to meet those times when return levels spike—without the necessity of increasing support costs.

Clients now have better control of their return process and are able to easily see the status of their return(s) in real time. The end result has been improved client satisfaction levels.

Call levels regarding returns support, have dropped considerably and those calls that are coming in are being handled much more quickly and effectively. As well, information to handle client concerns can be found much more readily due to the centralization of data.

Furthermore, the need for custom Return Handling forms was eliminated, with 100% adoption by its clients. Other results include the following:

- Clients can login online and enter data directly regarding their returned items.
- The internal submission time has been dramatically reduced as clients are able to directly enter their own information.
- Phone requests for return authorizations and information has been reduced.
- A traveler form, which travels with the return after it is received, is generated through Renewity and the repair status summary is produced and emailed automatically during the process.
- The RMA data is centralized and separate processes are provided for each of the repair centers.
- A separate process is provided for return for credit or exchange situations.

Communications have improved, and key stakeholders involved in the process are automatically emailed at the appropriate times throughout each return's lifecycle.