

## Case Study: Brooks Instrument

### 100% Client Adoption & Greatly Lowered RMA Support Costs

#### ***Client Requirements:***

Brooks Instrument ([www.BrooksInstrument.com](http://www.BrooksInstrument.com)) is world leading provider of an array of flow measurement and flow control solutions for dozens of industries, including: Biopharmaceuticals, Oil & gas, Fuel Cell research, Chemicals, Medical devices, Analytical instrumentation, Semiconductor manufacturing, and others. They were looking for a solution which would improve RMA handling efficiencies, while still maintaining their high level of service standards. In summary, they saw their requirements as being:

- 1) Improvement of both the overall client experience & customer satisfaction within their service business.
- 2) Providing 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) Inner-company communications improvement throughout the lifecycle of the return,
- 4) Improved metrics on submission times, handling times, customer satisfaction levels, etc.,
- 5) Centralization of data with real time tracking and reporting,
- 6) Reduction of repetitive data entry, eliminating the use of paper based forms and improvement in both the overall efficiency and organization of the returns process.
- 7) The ability to manage returns for multiple processes and for multiple repair centers.

#### ***The Before Picture:***

Brooks Instrument had 3 forms which they used to handle each RMA. All the submission data was entered manually by their internal support staff. A single page, hand written, 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 it 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.

#### ***The After Picture with FrontLines Returns:***

With FrontLines the need for custom Return Handling forms was eliminated. There has been a 100% adoption by their clientele. 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. The phone requests for return authorizations and information has also been reduced. A Traveler form, which travels with the return after it is received, is generated through FrontLines and the repair status summary is produced and emailed automatically at one stage during the process.

The RMA data is centralized and separate processes are provided for each of the repair centers. As well a separate process is provided for return for credit or exchange situations. Communications have improved. Key stakeholders in the process are automatically emailed at the appropriate times throughout each return's lifecycle.

#### ***Summary:***

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

Their 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, with regards to returns support, have dropped considerably and those calls which 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.

For more information about this [case study and other case studies](#) or to arrange a time for an online demonstration please email Mark Taylor, Director of Business Development at [mark@frontlines247.com](mailto:mark@frontlines247.com).