

Case Study: FrontLines Returns Product Success in Healthcare

Client Support Problem:

A successful healthcare company in North America with an extensive partner and client base required an automated client/distributor friendly RMA (Return Material Authorization) process to cost effectively control returns from their fast growing distributor and client base. Some of their RMA requirements were:

- 1) They needed to reduce the number of calls and emails associated with each return
- 2) The RMA requests needed to be automatically checked to see if the items were still under warranty.
- 3) Clients and distributors were in differing time zones and it could take days through email interaction for a client to obtain a valid RMA authorization code. There was need for an effective online interface to check order entry information and deliver RMA authorization numbers immediately when clients and distributors requested them.
- 4) They needed to provide clients and distributors the ability to go online and see the status of their returns, anytime from anywhere.
- 5) If there were out of warranty costs involved in processing repairs, they needed the ability to send and track billing quotes.
- 6) They wanted both clients and distributors to have ability to make multiple RMAs on one request.
- 7) They required the RMA system to easily adjust between differing return needs such as issuing credit, repair, or sending replacements.

The Before Picture:

The company's returns were handled by a mainly manual process. Clients and distributors either phoned or emailed in their RMA requests and service reps at the company confirmed the status of the product authorizing its return, sending parts or issuing credit.

They realized there were time and cost efficiencies, as well as, the potential to increase client/distributor satisfaction if they could successfully automate their RMA process.

The After Picture with FrontLines Returns:

One of the biggest benefits realized was a reduction of return associated calls by **90%**. Where in the past they were receiving 50 calls a day now they receive **5** for the same level of returns. With FrontLines Returns, the healthcare organization was able to have client and distributor returns verified automatically through the FrontLines Returns interface with the interface's ability to directly reference the company's order entry database. Immediately clients and distributors were able to get an RMA authorization number right at the point in time they were dealing with the return which has positively impacted customer satisfaction levels.

Throughout the return's process the company's customers can now view the status of their returns and fully understand where each is currently in the system. If the item is out of warranty billing quotes are sent to the customer through the FrontLines Returns interface. As well, customers have the ability to create multiple returns with just a few simple button clicks.

Through every step of the RMA process workflow has been established to ensure all stakeholders (customers, distributors, customs brokers and internal staff) involved in the return are kept properly informed. As well, it has also become much easier to adjust the type of return to each RMA situation whether it involves return of the product, sending replacement parts or issuing the customer credit.

Conclusion:

Quite simply, FrontLines Returns successfully delivered both the time and cost efficiencies the organization required with regards to its return processes while at the same time improving client/distributor satisfaction.

Within the organization it has been stated the FrontLines Returns solution has provided the ability to easily manage their entire return processes and, as well, they have indicated they would never consider returning to a phone and email based contact system again.

The returns environment has completely changed within this organization. They have been able to supply statistical data in departmental meetings and push customer oriented concerns more effectively. As well, the fire fighting atmosphere of handling return issues has been eliminated and they are able to take a proactive approach with regards to returns management.

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.