

Case Study: Division of Panasonic

Quick & Easy Implementation followed by Rapid ROI

Client Requirements:

A division of Panasonic – Panasonic Electric Works had a variety of returns issues within its automation products business. The return system extremely very manual and with the rapidly growing volume of business it was becoming increasingly difficult to meet audit requirements and manage returns. Their return management requirements were:

- 1) A need to reduce the number of calls and emails associated with each return,
- 2) To centralize return information providing documentation and report audit information quickly & effectively,
- 3) Provide their clients with the ability to go online and see the status of their returns, anytime from anywhere,
- 4) Have the capability to handle multiple return processes including stock rotation and repairs management,
- 5) With regards to Sarbanes/Oxley they needed show both the returns management and billing process for repairs has the oversight and approval of executives within the company,
- 6) Need for their clients to get RMA numbers immediately,
- 7) Reduction in the turnaround times on returns,
- 8) The RMA system had to be flexible, adjusting to differing return handling needs throughout the return's lifecycle,
- 9) They needed all the above issues handled easily & economically within Support's budget.

The Before Picture:

The company's returns were handled by a manual process. Typically their clients either phoned or emailed in their RMA requests and service reps at the company confirmed the status of the product authorizing how the return was to be managed, with manual updating and tracking of where the RMA was in the system. They had to create emails to keep clients informed and physically track down where repairs were in the system in response to "give us an update" calls from clients.

They realized there was time, fee handling, reporting and cost efficiencies, as well as, the potential to increase client satisfaction if they could successfully centralize and streamline their RMA processes.

The After Picture with FrontLines Returns:

The returns department was able to implement a returns management solution in less than 2 weeks. The quickest benefit realized was a reduction of return associated calls as they found their distributor network once using the FrontLines Returns interface, quite literally, never called again. Distributors would oversee their returns entirely through FrontLines Return's online interface and with a click of the mouse see exactly where their returns were in the system. Clients were also, able to get RMA numbers through the system so they could immediately start processing their returns 24/7 anytime and from anywhere.

Another benefit was in reporting. Reports which in the past could take hours or days to assemble could now be created through FrontLines Returns in a manner of minutes. All Sarbanes/Oxley reporting needs were also met.

Through every step of the RMA process workflow has been established to ensure all stakeholders (distributors, factory, internal staff & others) involved in the RMA are automatically kept properly informed throughout the return lifecycle. As well, it has become much easier to adjust the type of return to each of the differing RMA situations whether it involves stock rotation, inspection, passing units to factory for evaluation, repair of the product, shipping or issuing fees.

The entire FrontLines Returns implementation was done by Panasonic Electric Work's support staff, there was no requirement to have programming skill and the cost of the implementation fell well within support's available budget.

Summary:

Within a handful of days FrontLines Returns had started delivering both the time and cost efficiencies the organization required with regards to its return processes while at the same time creating a notable improvement in client satisfaction.

There has been an ongoing reduction in return's related calls and emails and the turnaround time with regards to the handling returns has been reduced significantly.

The returns team has been empowered within this organization and is able to quickly and effectively create reports to ensure efficient returns management, as well as, easily create those reports legally required for a publicly traded organization, meeting all of the Sarbanes/Oxley requirements.

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.