

## Case Study: SIMCO, an Illinois Tool Works Company

**“The More we use it - the MORE we Like it!”**

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

SIMCO, is the world's largest manufacturer of static control products, has been providing solutions to electrostatic problems in a wide range of industries since 1936. Prior to the introduction of FrontLines Returns they had very manual, paper intensive return management solution, which was rapidly becoming unmanageable. They needed 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) A need to 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) A need to be able to get immediate status checks on client RMAs ensuring better tracking & more responsive service,
- 3) A need to improve the metrics on RMA # creation, Handling times, P.O. acquisition, Quotes, etc.,
- 4) A need to eliminate the use for paper based forms,
- 5) A need to have an easily configurable returns system, adaptable to changing business conditions.

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

SIMCO's customer returns were handled by a manual process and they had analyzed both the handling times and cost of goods to support the RMA, to see where they could add efficiencies. They had determined the cost of the forms was \$638 per year and the combination of submission handling plus data entry was taking 7 minutes per client. Getting P.O.'s from clients could take up to 3 weeks with multiple calls being involved. 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 1600 per year the returns system was rapidly becoming too difficult to manage.

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

With FrontLines the need for Return Handling forms was eliminated. Submission and data entry was reduced from 7 minutes to less than 90 seconds. With the easy quote provider in FrontLines Returns, quotes are now able to be provided when the return request is submitted, which has resulted in P.O.s being obtained much quicker - some within minutes. Items arriving without RMA numbers attached can now be tracked through FrontLines and continue through the return process seamlessly. As well, 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.

Customer satisfaction has increased with the introduction of FrontLines Returns but, what has most impressed SIMCO's process management has been the tremendous buy in from their internal returns handling group. From this group we have received one of the best catchphrases we have ever received from one of our clients, which is *“The more we use it - the MORE we like it!”*

### ***Summary:***

The process manager at SIMCO is actively promoting our solution to the other divisions within the Illinois Tool Works group of companies. Internally, they have indicated they are extremely satisfied with the value FrontLines Returns has provided with regards to their ability to cost effectively handle RMAs and there are discussions about expanding the solution to their distributors, to help them in the management of returns, by providing them access to create their own RMAs for SIMCO products, within the FrontLines Returns interface.

At this point in time, at SIMCO, they feel they have just scratched the surface in the value they can extract from the FrontLines Returns solution and they look forward to expanding the solution to better satisfy their clientele.

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).