



REVERSE LOGISTICS

CASE STUDY

A global manufacturer and distributor of vacuums and vacuum accessories wanted to improve its product returns program. The vacuums are shipped to retail stores and directly to consumers across Canada.



OPPORTUNITY

The big challenge was how to address direct consumer returns. How could the client's call center arrange to have a consumer's machine inspected, tested, and repaired and sent back out to the consumer within a timely fashion? Canada is a large and vast country, and because this client was a relative newcomer to the marketplace, there was no repair shop infrastructure available that could support their regional or local centers. Returned goods had to be shipped back to Toronto for inspection and repair resulting in high transportation costs.

Expeditors Canada was asked to help design, build, and operate a repair workshop at Expeditors' Toronto Distribution Center (DC). Part of the returns program for this client involved receiving, storing, picking and shipping vacuum units. They looked to Expeditors to offer a full distribution solution including the handling of returned vacuums, both from retail stores and directly from consumers. It was the client's objective that 100% of returned goods, regardless of condition, be inspected, tested, and if required, repaired.



OUR SOLUTION

Expeditors determined that a return program could encompass sending over packed cartons with complete return waybills directly to the consumer, regardless of their location in Canada. The consumer would then simply pack up the vacuum and email or call Expeditors to arrange pick-up from their home, office, or a local depot. Expeditors engaged the services of a national courier to ensure depot coverage at all of Expeditors' locations throughout Canada. The vacuum would then be tracked by an Expeditors employee right from the point of pick-up to its return to the Expeditors facility, where it would then be moved to the workshop and immediately inspected. If necessary, the item would be repaired and shipped back on the same day of receipt.

THE RESULTS

This solution allowed the client to focus on customer service while we ensured that the retail outlets and consumer vacuums were repaired efficiently and returned in a timely manner. Most manufacturers do not offer their customers this level of service for returned goods; with our help they were able to make this happen.