

CHOOSE YOUR OWN returns management ADVENTURE



A disgruntled customer returns a faulty microwave to your store. What do you do???

1989

DO IT THE OLD-FASHIONED WAY

OR

LET REVLOGS TAKE CARE OF IT

2014

A bored returns clerk looks up from his take-away curry for barely long enough to process the return.

The microwave is stacked on a dusty shelf in a cluttered returns room for 'safekeeping'.



1

A smiley, conscientious clerk enters the return into a live-tracking database.

The microwave is stored on a small shelf behind the repairs counter for the night. The returns room has long since been converted into retail space.



1

Eventually your conventional logistics provider or a 'bakkie brigade' courier picks the microwave up and takes it to a third-party repair centre

2



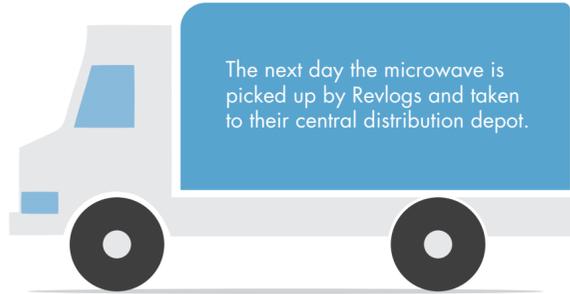
3

It is three days before a technician even assesses what's wrong with the microwave. A part has to be delivered from Durban before anything else can happen.



The next day the microwave is picked up by Revlogs and taken to their central distribution depot.

2



3

Expert technicians at Revlogs' repair division, Revteq, carry out the repairs, both timeously and professionally.



4

Eventually the part arrives. A few days later the repair is carried out. Finally!

4

5

After a week you receive a call from the unhappy customer. All you can tell them is that their microwave is 'currently with the repair agents.'

6

The repaired item is returned to your store in pristine condition and well within the period stipulated in your returns policy.

6

At each stage of the repairs process the database is updated, and the information is instantly available to the customer.



A couple of days later the customer calls again and is furious to discover that the microwave has actually been 'ready for collection since last Friday.'

7

Eventually you get the microwave back. It has been fixed, but the box is torn

The happy customer picks up their fully-functional microwave and buys a new DVD-player while she's in your store.

7

8

CONCLUSION

The customer vows never to shop at your store again. She tells all her friends at gym about the experience; and even phones in to a talk radio show to voice her displeasure.

This particular customer is lost. But it's never too late to contact a reverse logistics specialist to overhaul your returns management system.

CONCLUSION

Over the months and years to follow your customer satisfaction ratings go through the roof, and you gain an extra 10% of the market share in your industry.

Most companies think of returns as a massive drain on turnover. But since contracting Revlogs you've realised it can actually be a profit centre.

8

Great service!

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