



ABOUT THE CLIENT

A Fortune 500 multinational communications technology manufacturer.

CLIENT CHALLENGE

Our client faced challenges with their reverse supply chain as they introduced new products but also needed to address a surplus of earlier products. They were challenged with a siloed return merchandise authorization (RMA) process that was causing delayed resolutions and frustrated customers. RMA processes were not aligned with customer segmentation and could not treat customers uniquely. The organization was facing high customer call volumes for return status updates. Inefficient asset recovery processes resulted in absorbing high overhead costs and significant write-offs.



The new system provides a single source of truth, eliminating administrative overhead to get to critical information. This delivers better financial performance and an improved customer experience.



THE SUTHERLAND TRANSFORMATION

We deployed an automated system that leveraged analytic models and machine learning to identify returns and next best action (NBA) checklists that guide appropriate RMA processes. The solution facilitated global, multilingual RMA, warranty, and asset recovery product support processes. Records of NBA checklists are maintained to guide actions for agents with similar future service requests. Automated recommendations are processed by machine learning to enhance business rules definitions that provide guidance for NBA and reverse engineering handling. Omnichannel customer visibility services provide a single view of customers, aligning user profiles, and product return and delivery status updates.

PARTNERSHIP RESULTS

Business Efficiencies

30%

Reduction in customer care calls for RMA status updates

Financial Contribution

\$10M

Expected savings in asset recovery which would have been delinquent and written off

Customer Experience

70% & 45

Expected CSAT and NPS improvements from omnichannel customer information visibility

Quote to Cash
Source to Pay
Record to Report
Premium Tech Support
Customer Experience
Care & Support
Design
Consulting & Research
Analytics & AI
Platforms
Tech Services

For more information on how we can help you transform your processes, visit us at www.sutherlandglobal.com, email us at sales@sutherlandglobal.com, or call 1-800-388-4557 ext. 6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, N.Y., Sutherland employs thousands of professionals spanning 19 countries around the world.