



ABOUT THE CLIENT

A leading communication software and service provider.

CLIENT CHALLENGE

Our client faced challenges with their reverse supply chain as they introduced new products and they 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 solution facilitated global, multilingual RMA, warranty, and asset recovery product support processes.



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 guided 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

\$8M

Reduction in asset recovery write-offs

52%

Reduction in cost for claims denied

64%

Reduction in processing time in duration of 3 months

\$3M

Worth unjustified returns denied over 3 years

\$1M

Worth DOAs denied over 3 years

**Automation
Analytics & AI
Machine learning
Next Best Action
Platforms**

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 20 countries around the world.