

A&E FACTORY SERVICE

Company Background

A major regional appliance and consumer electronics retailer with annual sales of \$1.2 billion has been expanding steadily, adding up to 10 new locations per year.

Among hundreds of other products, they market higher end kitchen and laundry appliances to mid-to-upper income homeowners. In a crowded and competitive field, their point of differentiation is customer service—from purchase through maintenance and repair.

Reasons for choosing A&E

- Coverage in all the retailer's regions
- Strong reputation as proven single-source service provider
- High emphasis on providing quality customer service

Retail Case Study Expansion + Outsourcing = Efficiency

Challenge and Goals

Steady expansion had rendered managing their service staff impractical. The retailer made the decision not to expand their service staff any further, or make the significant additional investments in infrastructure, manpower or technology that would be necessary for long-term success. They had reached a crossroads, and the time had come to outsource their service work.

Their goal was to focus on the growth of their retail operation without sacrificing their well-earned reputation for customer service. The two most important criteria for selecting A&E were its extensive coverage in the retailer's regions and its status as a reputable single-source service organization.

Implementation Process

A&E utilized a client profile to match its capabilities to client needs, including geographic territories, warranty, service volume and much more. Then after close collaboration with the retailer to establish parameters, A&E designed a customized repair service program that spanned multiple disciplines, challenges and logistics, including:

Call Center

After working together to integrate A&E's services into the retailer's existing systems, their call center is now using warm transfers, as well as VRU to connect customers with A&E's scheduling system.

Parts

The retailer's array of appliances is vast, and so is the inventory of parts. Frequently needed parts are housed at A&E regional distribution centers for quick and accurate delivery to the field.

Resources

A&E monitors its own performance regionally—and deploys the necessary resources to optimize results, including hiring additional staff and increasing coverage areas.



Problem Solving: Store Stock Damage

Another important issue to the retailer was the repair of damaged store stock: items that either arrive from the manufacturer in unsellable condition, or are purchased by customers and returned to the store due to a problem that, although minor, precludes the retailer from reselling it as is.

This overloads their inventory storage system. Damaged or returned items need to be repaired fast so they can quickly be reinstated into a sales channel. A&E now performs as many as 30 store stock repairs a day at the retailer's distribution centers and repaired items can in turn be resold at the retailer's outlet centers.

Conclusion

A&E runs over 3,000 service calls per month on products sold at the retailer. Outsourcing with A&E:

- Saved time by helping the retailer expand their operations and focus totally on sales and delivery instead of service
- Saved money by reducing their support staff and eliminating their service organization
- Solved problems by handling the repair challenges created by store stock damage



1-800-862-9226
www.aefactoryservice.com