

[CASE STUDY]

Returns Automation Customer, Driver & Staff Initiated Returns Use Case

LARRY H. MILLER FORD MESA



BACKGROUND



Mike Teeman
Assistant Parts Manager
Larry H Miller Ford Mesa

Returns Automation user since
October 2022



PROBLEM

“Our return process was archaic. The customer either left the parts out for our driver to pick up during the next delivery or called in a request for pick up that we couldn’t track to make sure it got completed.”

DID YOU KNOW?



Providing live return statuses through an online portal can reduce customer phone calls by **up to 50%**.

Source: Returns Automation Early Adopters Case Study

INTERNAL ISSUES

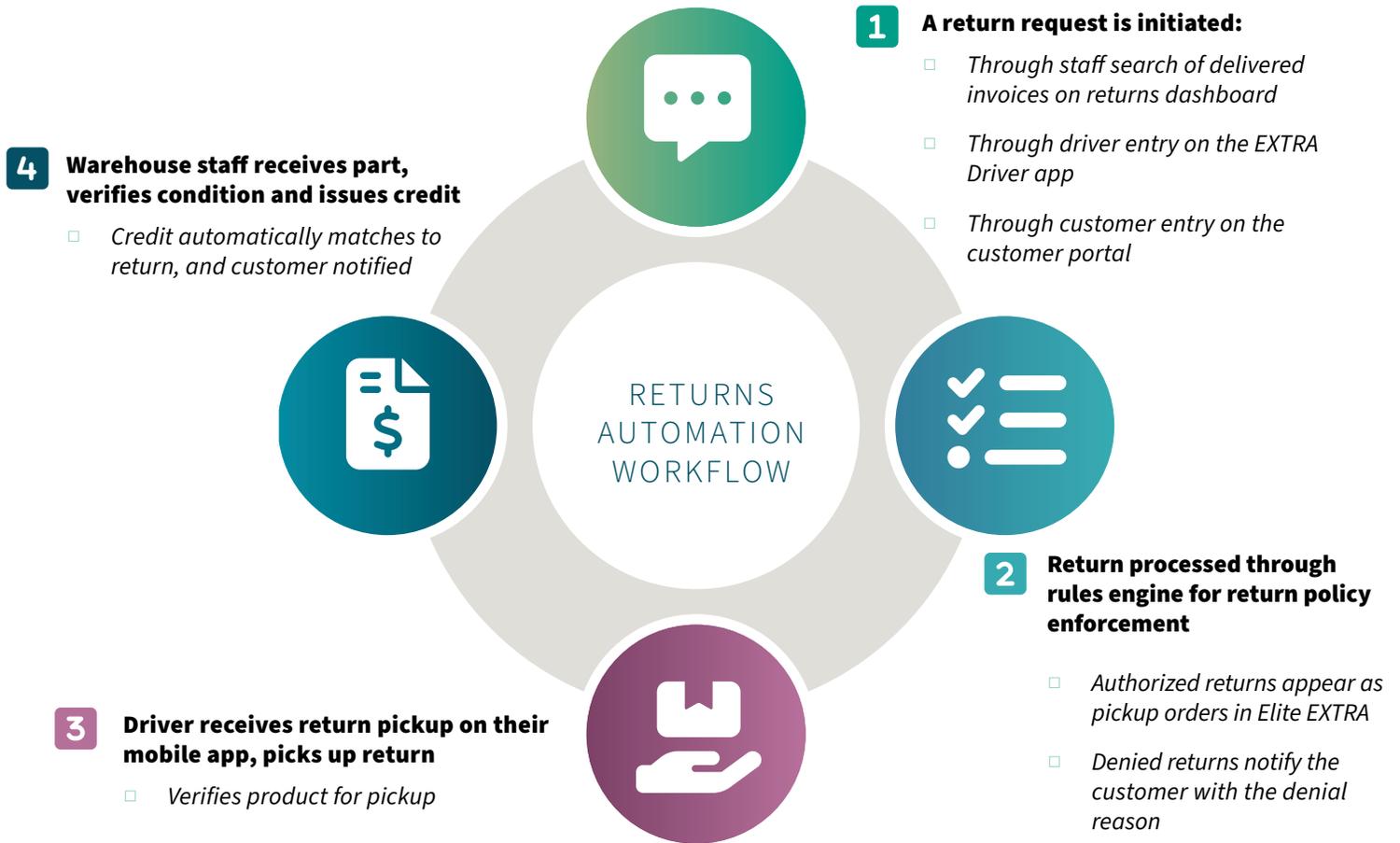
- ▶ Inability to plan routes around vehicle capacity for returns
- ▶ Lack of tracking of returns in process
- ▶ Little accountability on returns being completed

CUSTOMER IMPACT

- ▶ Little visibility when drivers would arrive for return pickup
- ▶ Lack of communication on return status and credit issuance
- ▶ Unclear returns process and requirements

SOLUTION

Implementing Returns Automation with the ability to initiate returns from the customer portal, on the mobile driver application, and manually on the returns dashboard.



RESULTS

“Bringing on Returns Automation has significantly improved our process. It is much more organized, it is trackable, and the customer can get their credits much quicker than before.”

- Mike Teeman, Larry H Miller Ford Mesa, Assistant Parts Manager

INTERNAL BENEFITS

- Full tracking along every step of the returns process
- Reduced returns calls and paperwork
- More efficient returns operation

CUSTOMER IMPACT

- Significantly faster credit turnaround time
- Flexible and convenient returns entry options
- Increased reliability in returns process

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[CASE STUDY]

Returns Automation Customer Portal Initiated Returns

YOUNG WHOLESALE PARTS

BACKGROUND



Justin Lee
Operations Manager
Young Wholesale Parts

Returns Automation user since
November 2023



PROBLEM

“Paper, paper, paper! Our product returns process was as old as you could imagine. Between drivers handwriting return slips, the warehouse team matching up slips to parts and manually looking up the sales history, to salespeople writing credits and sending to customers—the process was very manual, inefficient and prone to errors.”

DID YOU KNOW?



Companies can reduce lost return costs by **up to 60%** when using Returns Automation.

Source: Returns Automation Early Adopters Case Study

INTERNAL ISSUES

- ▶ Unable to enforce return policy due to unknown initial sale date
- ▶ Returns team overwhelmed with parts inventory
- ▶ Difficulty holding drivers accountable for returns
- ▶ Illegible handwriting on paper return slips
- ▶ Receiving returns sold by other dealers
- ▶ Sales team losing valuable time
- ▶ Wasted driver time

CUSTOMER IMPACT

- ▶ 7-14 day average credit turnaround time
- ▶ Mess of handling paper return slips
- ▶ Difficulty working with drivers to handle returns
- ▶ No trackable information and no visibility into return statuses
- ▶ Month end issues
- ▶ Loads of questions about credits
- ▶ Tracking returns with paper slips

SOLUTION

Implementing Returns Automation and rolling out the customer portal return workflow with customers.

1

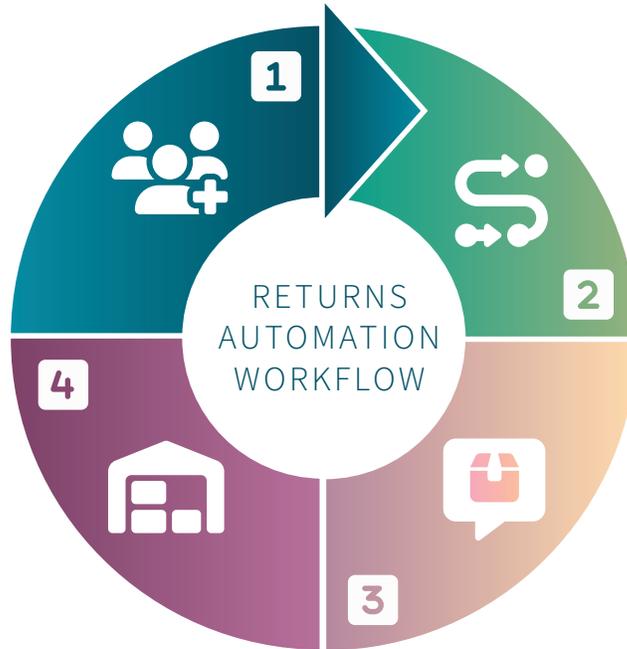
Customer submits return on the customer portal

- Return must be created from previously delivered orders
- Return document automatically generated for customer to print

4

Warehouse staff receives part and issues credit

- Credit automatically matches to return, and customer notified



2

Return processed through rules engine for return policy enforcement

- Authorized returns appear as pickup orders in Elite EXTRA
- Denied returns notify the customer with the denial reason

3

Driver receives return pickup on their mobile app, picks up return

- Verifies product for pickup

RESULTS

“It’s improved each aspect of our returns process dramatically. We can hold both customers and our own teams more accountable. Answers are a few clicks away, and problem solving is simple and low effort. Our returns credit turn arounds went from days to hours.”

- Justin Lee, Young Wholesale, Parts Operations Manager

INTERNAL BENEFITS

- Decreased credit cut times
- Increase returns process flow, efficiency and organization
- Easier enforcement of returns process and policies
 - Ability to clean up inventories by not accepting ineligible returns
- Easier tracking for answering questions
- Ability to offer a better customer experience in terms of quality, speed and consistency

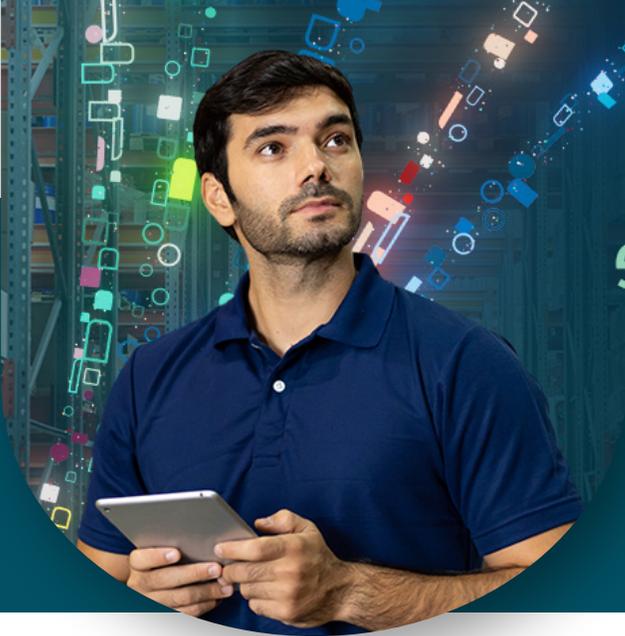
CUSTOMER IMPACT

- Improved visibility into credit status and returns process
- Easier tracking for shops with large return volumes
- Online returns management through customer portal
- Improved communication around returns
- Clarity in return policies and requirements
- Better trust and accountability in returns

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[CASE STUDY]

Returns Automation Driver-Initiated Returns Use Case

CARLISLE AIR AUTOMOTIVE

BACKGROUND



Anthony Ereth-Hood
Parts Manager
Carlisle Air Automotive

Returns Automation user since
February 2023



PROBLEM

“It was definitely a loose, paper-driven process before Returns Automation. If that paper return slip got lost, the customer probably wasn’t going to get credited. There just wasn’t a better way to track it.”

DID YOU KNOW?



Returns automation makes drivers’ routes more efficient. By seamlessly adding returns to their schedules and equipping them with tools like the EXTRA Driver app, drivers can scan return labels, load products efficiently, and **reduce wasted time.**

Source: Returns Automation Early Adopters Case Study

INTERNAL ISSUES

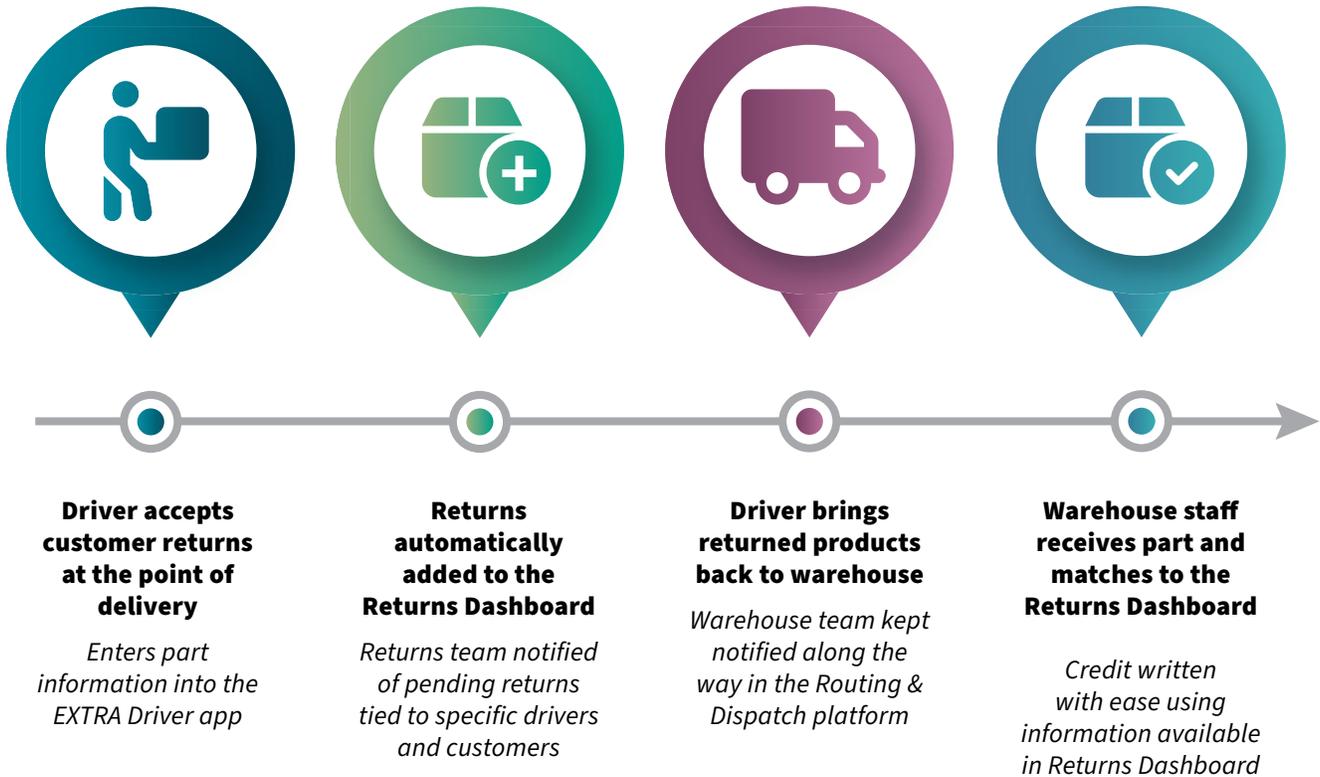
- ▶ Lack of visibility into parts being returned
- ▶ Having to write empty credits
- ▶ Inefficient management of returns

CUSTOMER IMPACT

- ▶ Frustrations over not receiving credits
- ▶ Little communication on return statuses
- ▶ Lack of trust and reliability in returns process

SOLUTION

Implementing Returns Automation and utilizing the driver-initiated returns process through the EXTRA Driver mobile application.



RESULTS

“Returns Automation made our processes way more efficient. Like it or not, returns are a huge part of the business, but the solution makes them way more manageable. It saved us a lot of time and money.” - Anthony Ereth-Hood, Carlisle Air Automotive, Parts Manager

INTERNAL BENEFITS

- Simplified return pickup process for drivers
- Improved returns organization and efficiency
- Full return visibility for the entire organization

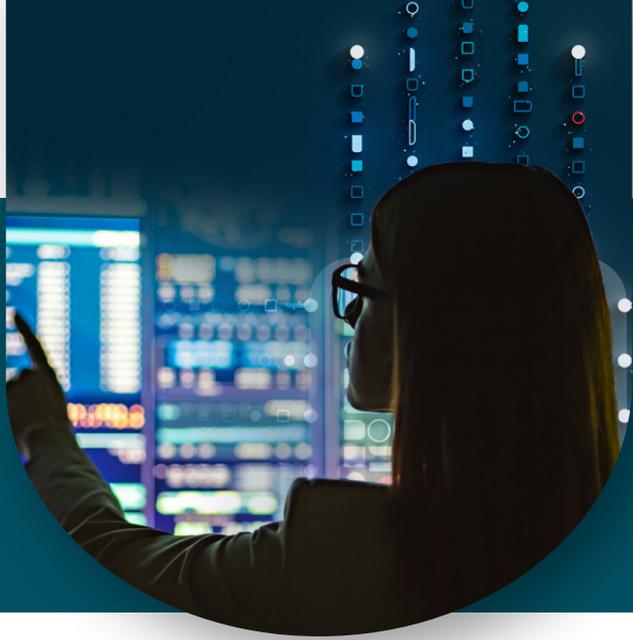
CUSTOMER IMPACT

- Increased confidence and trust in returns
- Faster return credit turnaround time
- Easier return requesting and pickup process

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[CASE STUDY]

Returns Automation RMA Use Case

WOLFINGTON BODY COMPANY

BACKGROUND



Ernie Earle
Parts Director
Wolfington Body Company

Returns Automation user since
September 2022



PROBLEM

“Before Returns Automation, our returns process was handled through paper return slips filled out by our drivers. There was no great way to track returns in process or credits that had to be issued to customers. Often our stores would have returns piling up waiting to be reviewed, and we had very little visibility into where they came from or why they were returned.”

DID YOU KNOW?



Return credit processing times **can be cut in half** after implementing enhanced returns processing.

Source: Returns Automation Early Adopters Case Study

INTERNAL ISSUES

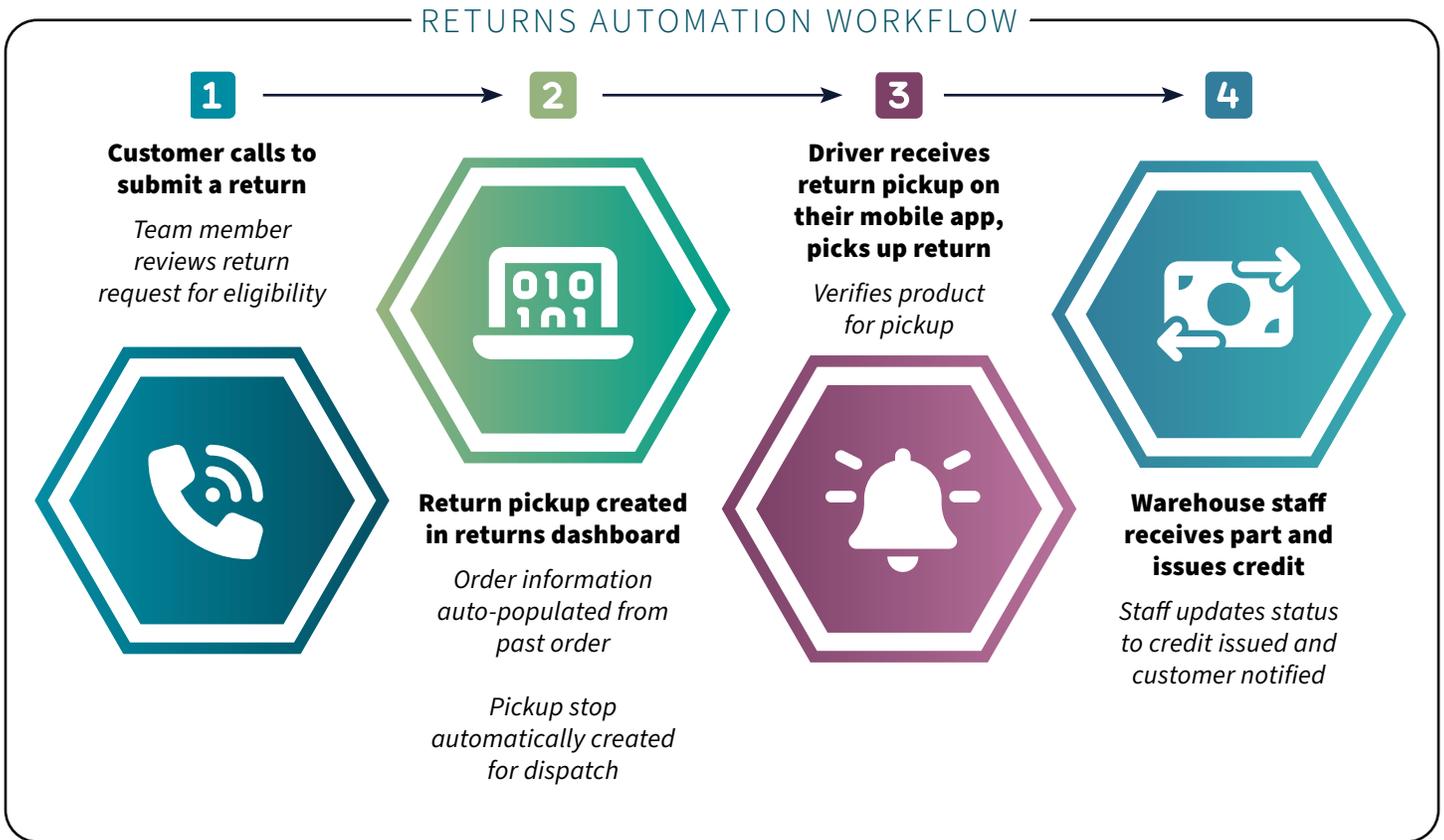
- ▶ Little visibility into returns process
- ▶ Lost/illegible paper return slips
- ▶ Slow, manual returns process
- ▶ Difficulty enforcing returns policy

CUSTOMER IMPACT

- ▶ Slow return credit turnaround time
- ▶ Unclear returns policy expectations
- ▶ Little visibility into status of returns
- ▶ Paper-driven returns process

SOLUTION

Implementing Returns Automation and pre-approving customer returns over the phone before entering them into the returns dashboard for tracking.



RESULTS

“Implementing Returns Automation has greatly improved the management and processing of our returns. Our system that was once entirely paper-based is now handled digitally with full visibility every step of the way.” - *Ernie Earle, Wolfington Body Company, Parts Director*

INTERNAL BENEFITS

- Faster management of returns and cores
- Reduction in time researching part history for returns
- Easier enforcement of return policy
- Digital record of returns and credits issued

CUSTOMER IMPACT

- Faster credits for returns
- Simplified returns requesting process
- Increased visibility of return statuses
- Fully digital returns management

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[CASE STUDY]

Returns Automation Standalone Use Case

FRED BEANS FORD OF BOYERTOWN

BACKGROUND



Dave Rhoads
Parts Manager
Fred Beans Ford of Boyertown

Returns Automation user since
April 2024



PROBLEM

“It was an inefficient process that led to a bad customer experience when trying to manage returns and write credits. Customers would call multiple times to schedule pickups, and drivers would waste time on the route to write up returns that might not have been purchased from us.”

DID YOU KNOW?



Providing live return statuses through an online portal can reduce customer phone calls by **up to 50%**.

Source: Returns Automation Early Adopters Case Study

INTERNAL ISSUES

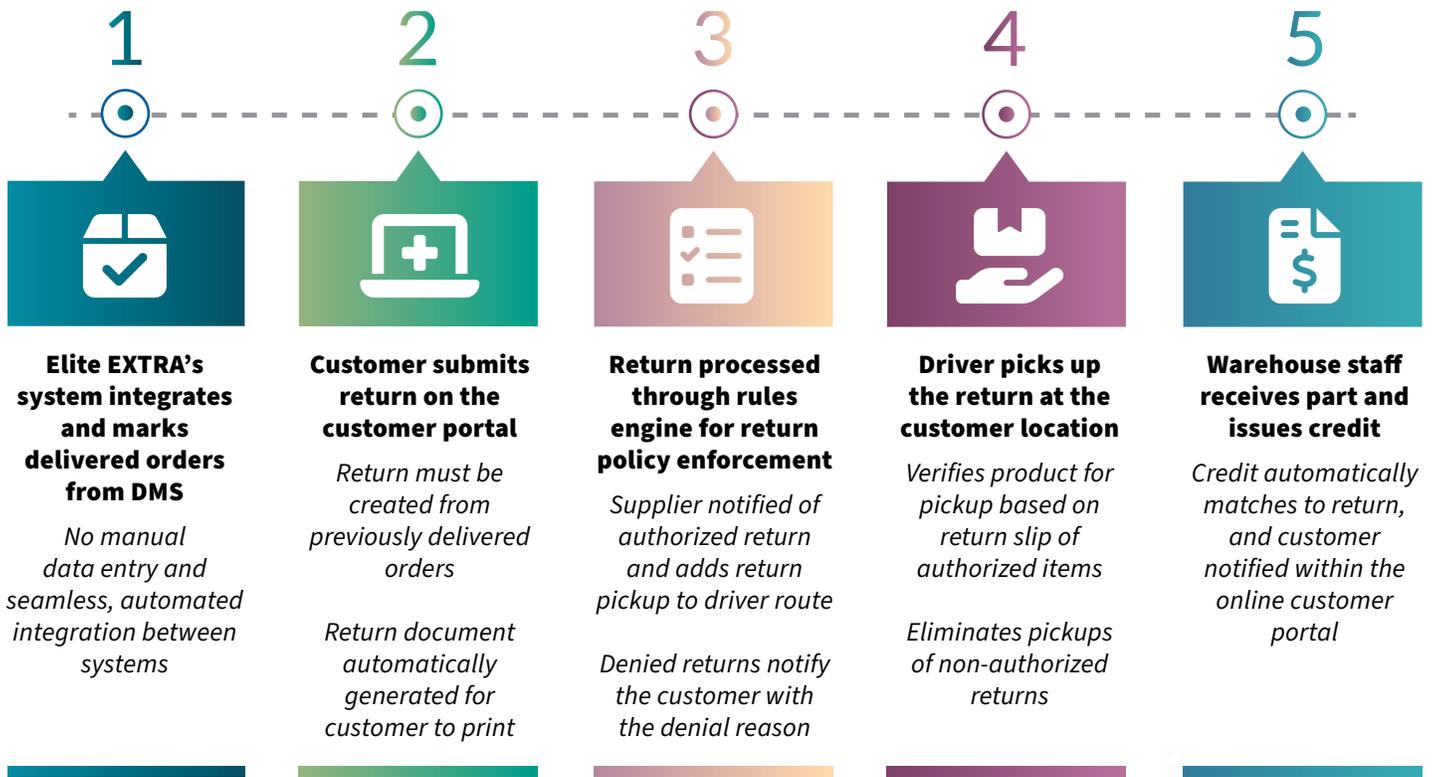
- ▶ Led to poor experience for customers
- ▶ Picking up returns originally purchased from other stores
- ▶ Inefficient scheduling and managing returns

CUSTOMER IMPACT

- ▶ Wasted time calling and scheduling returns
- ▶ Confusion on return policy requirements
- ▶ Slow turnaround on return credits

SOLUTION

Implementing Returns Automation—standalone from Routing & Dispatch—and allowing customers to enter return requests in the customer portal.



RESULTS

“The whole process runs more efficiently and is a win-win for my operation and the customer. I want better control over what is coming back and the customer wants their credits turned around as quickly as possible.” - *Dave Rhodes, Fred Beans Ford of Boyertown, Parts Director*

INTERNAL BENEFITS

- Enhanced control over returns policy and process
- Easier scheduling and planning of pickups
- Faster delivery/pickup times for drivers

CUSTOMER IMPACT

- Less time spent calling and scheduling returns
- More visibility of return and credit statuses
- Quicker credit turnaround and access to capital

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