

Abstract

“Optimising repair logistics in CE retailing”

Area

Logistics, repair logistics

Keywords

Repair logistics, process management, process reliability, quality management, customer relationship management, resource optimisation, time management, cost optimisation

Study/project

Study

Starting point/project assignment/objective

Repairs do not boost customer satisfaction to begin with. Customers must put up with complex (and therefore unpleasant) processes, followed by a usually “long” period without their product. Initial indications show that there are country-specific differences with differing strengths and weaknesses in respect of how repair services are dealt with.

The systems had to be recorded, analysed and assessed with regard to their strengths and weaknesses for each specific country. Building on the findings, a concept was to be developed and assessed for better meeting the requirements of customers, especially considering the multi-channel approach, in order to devise an optimised repair concept for CE retailers from this.

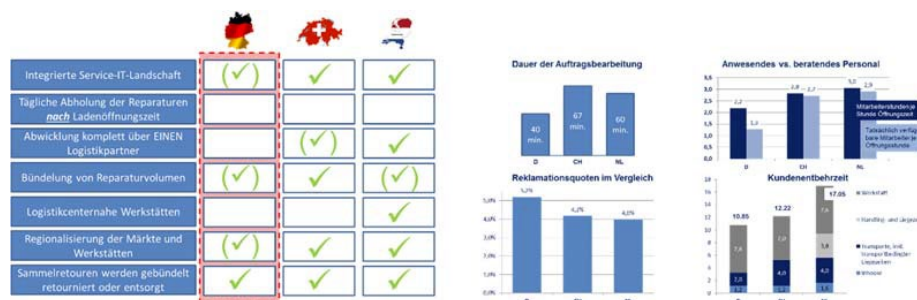


Procedure

- Identification of repair concepts in DE, CH, NL, AT
- Evaluation of the concepts taking into consideration regional features and aspects relating to customers, the industry and country-specific retailing
- Development of a concept for optimising the repair logistics with respect to costs, time and quality

Results/findings

Findings from the country comparison



Findings from the customer requirements analysis (extract)

- The times when customers will accept being without their product depend on the product and season.
- The length of time customers expect to be without their product is shorter than the actual length of time in retailing (take a mobile phone, for example: customers expect max. 3 days while the actual time in retailing is 8.7 days).

Concept (extract):

- Operation of hubs through a logistics service provider
- Formation of regions with XX pick-up points on average per region
- Daily clearing of stores *after* close of business with subsequent sorting of repair cases by repair shop in the hub overnight
- Delivery to the repair shops over the course of the next day
- Use of large repair shops and bundling of repair shop volumes
- Reduction in the number of repair shops, resulting improvement in **repair quality**, costs (-8%) and times (-42%)
- IT as an integral element

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