

Improving
the Quality
of Service
and Customer
Satisfaction
by Optimizing the
After-Sales Service
Flows of a Home
Equipment Retailer



PRACTICE

Supply Chain

SECTOR

Distribution

DURATION OF THE MISSION

2 months



Our client, a home equipment retailing brand, wants to improve its quality of service for business clients by optimizing its after-sales service flows.

KEPLER offers a diagnosis of its physical and information flows in order to define the target operating modes for the return flow.

Context

- 3 years old brand retailing 15,000 products to business clients and achieving 45M€ in turnover
- Complex logistics flows including freight, courier, direct or pick-up point delivery
- Return flows that are increasingly complex and voluminous to manage, generating significant stock discrepancies (€1.3M discrepancy for N-1)

Objective(s)

Optimizing Full Costs

- Defining the target process and the tools associated with the return flow

Distribution
Mission: 2 months

- **Flow mapping**
- **DILO (Day In the Life Of)**
- **VSM Workshop**

Summary of IT movements

Target flow and associated tools

4 Definition of the «return flow» target and identification of the prerequisites to achieve and the quick-wins

5 Construction of the IT roadmap and trajectory



Definition of returns
management
standards



Implementation of
a **single monitoring**
tool



Automation of
feedback in Infolog

“The assessment enabled to quickly highlight the multiplicity and diversity of the media used to process return flows.

Beyond the waste related to processing and media redundancy, this disorganization

did not make it possible to capture and capitalize on quality information, valuable to our client.

Once the target processes had been defined, we supported the client in the facilitation and management of its performance.”

Lysiane Bessonnet

Director, Supply Chain Practice Leader

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