



# Spring Reverse Logistics

The key to your after sales success



Creative solutions,  
reliably delivered

# Reverse Logistics

## The key to your after sales success

There are many reasons why manufacturers need products to be returned but making the arrangements yourself can be a complex task. This is especially true if you need to get returns back from a number of different countries. It is at this point that your organisation can make a big positive difference. Using the appropriate Reverse Logistics solutions is the key to your after sales success. By making it easy for customers to return an item, free of charge, you can keep them happy – and loyal too!

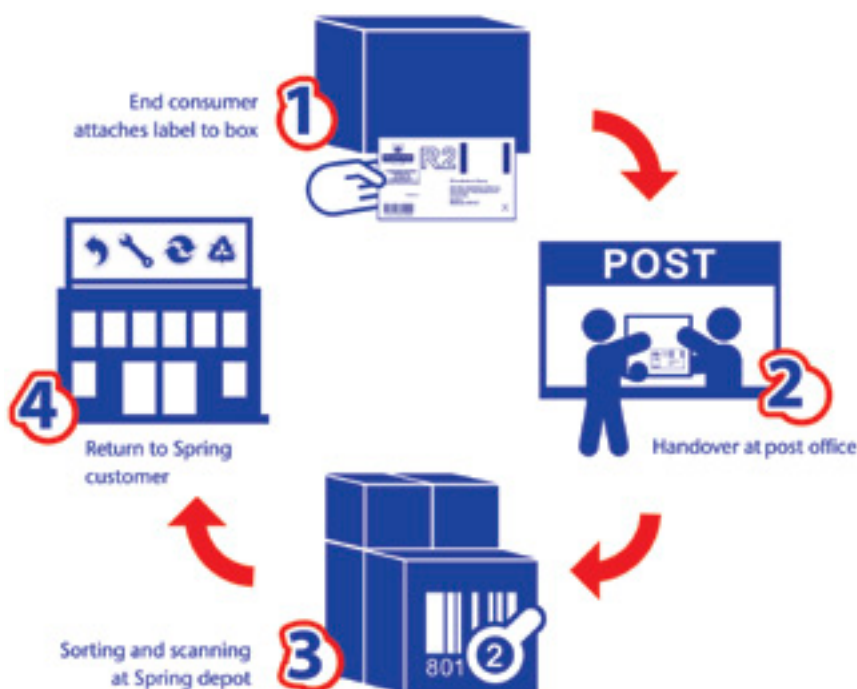
## Spring: your Reverse Logistics solution in reliable hands

With over 10 years' experience in Reverse Logistics you don't need to look any further than Spring Global Mail for Expert advice and the best solutions that suit you.

With Spring Reverse Logistics, we offer solutions to help your organisation with its returns. And the overriding concern in all those solutions is you and your customers. We realise, for example, that end users want returns to be easy to deal with and transparent. That's why your customers can hand in returns, free of charge, at their own local post office, or have them collected, also free of charge.

We know from experience that processing returns involves more than just distributing products from B to A. The Reverse Logistics solutions offered by Spring Global Mail can help your organisation keep cost-effective control of returns. You can choose various different service levels and options to suit your particular organisation, products, and requirements. And whichever choice you make, you will benefit from Spring's extensive international logistics network.

Figure 1: The stages of Spring's postal returns cycle





### Returns

Easy returns,  
easy purchase



### Repair/Replace

Great service,  
loyal customers



### Recycle

Easy returns,  
green image



### Recall

Recall prepared,  
brand protected

## What's the right Reverse Logistics solution for your organisation?

### Spring Returns

The solution for a customer who simply wants to send back a purchase.

- Lowers the barriers to the customer purchasing
- A single service provider for all your business' logistics
- The right solution for every product

**"Online customers like the fact that they can easily return items from anywhere in Europe, free of charge. That means they're more likely to buy from us again."** – British manufacturer of branded clothing

### Spring Repair/Replace

The solution for a customer who wants to return a damaged product.

- Quickly or locally returned (priority processing)
- Maximum transparency of the returns process for you and the customer
- Integrated return and dispatch of replacement/repared products

**"We distinguish ourselves within the market through our targeted customer service. Spring's Repair/Replace solution has enabled us to optimise our repair service. That reduces the cost of our after sales department, and it also boosts customer satisfaction and clearly improves sales."** – American manufacturer of consumer electronics

### Spring Recycle

The solution for recycling or reusing your products.

- Cost-effective and easy to implement
- A returns solution that complies with all the necessary regulations
- Comprehensive management of the recycling process

**"Recycling with Spring is greener and also cuts our costs: now only 1% of a returned printer cartridge cannot be reused."** – Japanese printer manufacturer

### Spring Recall

The solution for a properly organised product recall.

- Proactive tailor-made solution
- Quick and simple implementation
- Expertise regarding PR, logistics, and contact centre

**"We now feel prepared for the worst case scenario!"** – Laptop manufacturer with a Spring Recall plan in place



# Spring Returns

Easy returns, easy purchase

As a home shopping organisation, you have to deal with returns on a daily basis. The wrong colour, the wrong size, or simply a change of mind... By making it easy to return an item, free of charge, you lower the barriers for customers to order. The customer then knows that there is no risk if the item turns out not to be what they had in mind. With Spring Returns, Reverse Logistics is no longer a costly burden but a unique selling point.

## You choose the level of service

One product is not the same as another, and that goes for customers too. That's why you can decide for yourself on the level of service that you want to apply to Spring Returns.

### Returns Economy:

Is the return non-urgent or not very valuable? Then Economy is the right service level. The customer sends the parcel back by mail. Spring collects the returns and brings them back to your organisation on a day and at a time that you determine.

### Returns Insight:

Want to know when the product was returned? Now you can with Returns Insight, allowing you to reimburse your customer or send a replacement product as soon as the first scan has been performed.

### Returns Advanced:

Are heavy items involved or is the return valuable? Perhaps you want to make things even easier for the customer? In that case you should choose Returns Advanced. We pick up the product from your customer anywhere in the world and return it to you fast.

#### Returns Economy

- return by mail
- cost-effective
- free of charge for customer

#### Returns Insight

- return by mail
- track & trace
- link to your IT systems

#### Returns Advanced

- pick-up from your customer
- fast return delivery
- full track & trace
- global reach
- also suited to large products

## Spring Returns options

- the return label is available on your website so that your customer can print it out (Economy only)
- the sender pays for the return label (not possible with Economy)
- once the return has been received, Spring can swap the item for the desired size, model, colour, etc.
- forward Closed Loop: by giving consignments and returns a unique number, you get to understand what you supply to customers, what they return, and when they do so. This gives your organisation valuable information about your customers and your products (not possible with Economy)

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# Spring Repair/Replace

Great service, loyal customers

Customers are never happy when a product breaks – even if it's still under guarantee. The customer wants the product to be repaired or replaced as quickly as possible, preferably without needing to pay. A fast, free returns service will be much appreciated. Spring Repair/Replace can make disappointed customers happy again and keep them loyal to your brand.

## You choose the level of service

One product is not the same as another, and that goes for customers too. That's why you can choose the level of service that you want from Spring Repair/Replace.

## Repair/Replace **Insight:**

Want to know the whereabouts of the products that come back to you for repair or replacement reasons? Now you can with Insight, allowing you to pre-alert your repair department or send a replacement product as soon as the first scan has been performed.

- return by mail
- track & trace
- link to your IT systems

## Repair/Replace **Advanced:**

A heavy item, a valuable product or urgent transport required? If you want to offer your customer the best possible service, look no further than Repair/Replace Advanced. We pick up the product from your customer and return it to you fast, anywhere in the world. That way, you can quickly repair the product and make it available to the customer again.

- pick-up from your customer
- fast return delivery
- full track & trace
- global reach
- also suited to large products

## Spring Repair/Replace options

- the sender pays for the return label
- Reverse Closed Loop: by giving returns and repaired/replacement products a unique number, you get to understand the inward and outward parcel flows. This gives your organisation valuable information, for example about the life cycle of a product
- First Line Repair: an initial check of the damaged returned item before further repair
- scanning of the serial number or other product features
- dispatch of a repaired or replacement product to the customer

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# Spring Recycle

Easy returns, green image

Spring Recycle makes it easy for your customers to return products for recycling, free of charge. That way, your organisation helps protect the environment.

## How Spring Recycle works:

The customer can print a return label via your website or you can enclose a label in the product packaging. We then sort the products based on your criteria. Spring stores the returns before delivering them to you when and where it suits you for the lowest possible cost.

- return by mail with return label
- customer returns goods free of charge
- collection and delivery of products

## Spring Recycle options

- the return label is available on your website so that the customer can print it out
- full management of the recycling process, including transport and contact with recycling companies
- administrative support (for example with WEEE registrations)
- extensive sorting according to your requirements



# Spring Recall

Recall prepared, brand protected

A product recall is a dramatic event for your organisation. Getting the product back is just one of the challenges involved. What about all the publicity that may damage the image that you've built up so carefully? And how can you make sure your customers receive the repaired or replacement product as quickly as possible? A product recall doesn't need to turn into a nightmare because Spring Recall can help.

The starting point is the creation of a proactive recall action plan. If a recall is then needed, you can get started immediately, making the procedure quick and easy for the customer, and making sure there is no damage to your organisation's reputation.

## How Spring Recall works

- a proactive plan of action, plus a prior cost calculation for the product recall
- professional support for dealing with public relations, logistics, and a contact centre in the event of a product recall
- a list of recalled products and the customers concerned
- a recall service level appropriate to your product, customers and needs. You determine, for example, whether the customer needs to send back the product or whether it will be picked up

## Spring Recall options

- the return label is available on your website so that the customer can print it out
- Forward Closed Loop: by giving consignments and returns a unique number, you get to understand what you supply to customers, what they return, and when they do so. This gives your organisation valuable information about your customers and your products
- Reverse Closed Loop: by giving returns and repaired/replacement products a unique number, you get to understand the inward and outward parcel flows. This gives your organisation valuable information about such things as the life cycle of a particular product
- scanning of the serial number or other product features
- dispatch of a repaired or replacement product to the customer



## Spring Reverse Logistics

Returns solutions that deliver:

- Cost savings
- Higher intention to buy
- Control over the returns process
- A better environment
- Loyal, satisfied customers

## Want to learn more?

Contact Spring Global Mail:

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[www.springreverselogistics.com](http://www.springreverselogistics.com)

Spring is a global joint venture in cross-border mail combining the expertise, systems, networks and products of TNT and the Royal Mail.

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