

the solution for  
customer service  
and returns  
handling



## What can Propellerhead do for your business?

Propellerhead have over 12 years experience in RMA handling and support, consultancy and bespoke application development. Combining these three specialist areas places Propellerhead in a unique position to offer unrivalled support and savings for your business.

**1** Consultancy & Advisory

**2** Bespoke Application Development

**3** Outsourced customer services, support and RMA

### 1. Consultancy

Expert advice from over a decade of experience in the field of customer services, support and returns handling enables Propellerhead to offer advice and solutions which will save costs, streamline your operations and improve the overall quality of the service provided to your customers. Assistance can come in many forms starting from informal advice through to comprehensive audits and detailed reports on current processes and procedures within your organisation. We are able to offer advice on improved workflow, procedures, training alongside suitable hardware, software and communication solutions ensuring your organisation is running more efficiently.

### 2. Bespoke Development

As part of our consultancy service we may have identified the need to implement or upgrade software packages to help automate a business function or improve workflow. However, true automation can usually be found within bespoke applications which have been tailored to suit your business rather than you trying to fit in with the constraints of "off the shelf" packages. We have found that software packages with limited functionality or systems that don't quite fit the business logic is often the biggest cause of wastage in the majority of our workflow audits. Bespoke applications ensure that operations are streamlined, simple to use and compliment operations.

### 3. Outsource to Propellerhead

Most companies view support, service and returns departments as cost centres. Propellerhead view these departments as opportunities for future **sales**. This past decade is becoming known as the "information age"; Internet users have evolved from web page readers to web authors. It is common place for customers to write reviews, twitter, facebook, blog, video and podcast about their experiences with products and customer support and service. It is essential that your company offers the highest standards of service to ensure customers are always communicating a positive message. Good service provides loyalty and repeat business. Negative publicity can have far reaching effects on future business.

Propellerhead is dedicated to providing consistent 5 star support and service - support and service **is** our business.

Combining our consultancy, bespoke development and outsourcing solutions ensures that we can take care of what historically is a problem area to a 5 star service which ensures that your customers keep coming back to you. We are able to manage individual areas or offer a complete outsourced solution for your service departments.

Propellerhead are unique in the way we manage our outsourced services. Our proactive approach ensures that we are constantly monitoring service levels, trends and indentifying issues and their source to ensure that problems are resolved as quickly as possible. We provide regular feedback on areas for development and can provide dashboard style applications which provide a live snapshot into the day to day running of the service providing statistics, customer service levels and feedback to ensure you keep your **finger on the pulse** on the success of your service departments.

A few examples of the areas that we can assist with:

<p><b>Technical Support</b></p> <ul style="list-style-type: none"> <li>- Telephone (Free, Premium, Local rate)</li> <li>- Email</li> <li>- Message board / tickets</li> <li>- Live Help (Instant Messaging)</li> <li>- Technical authoring (Guides, manuals)</li> <li>- Website updates &amp; maintenance</li> </ul>	<p><b>Reporting</b></p> <ul style="list-style-type: none"> <li>- Day to day tracking</li> <li>- Root cause analysis</li> <li>- Trends</li> <li>- Periodic analysis &amp; reviews</li> <li>- Realtime reporting</li> <li>- 24/7/365 access</li> </ul>	
<p><b>Customer Services</b></p> <ul style="list-style-type: none"> <li>- Telephone</li> <li>- Email</li> <li>- Message board / tickets</li> <li>- Live Help (IM)</li> </ul>	<p><b>Returns Handling</b></p> <ul style="list-style-type: none"> <li>- Receive RMA / Goods</li> <li>- Visual checks</li> <li>- Ship replacements</li> <li>- Return to supplier</li> </ul>	<p><b>Product Testing</b></p> <ul style="list-style-type: none"> <li>- Industry standard testing</li> <li>- Firmware updates</li> <li>- Level 1 repairs</li> <li>- Reporting</li> </ul>

## 4. How have we helped other companies?

When it comes to service, Propellerhead can help in many different ways, small scale or whole scale starting from telephone support for a few product lines to handling a complete service solution. Propellerhead provide support services for a number of global computer component manufacturers; the examples given below provide an overview to how we have solved a variety of system and procedural issues.

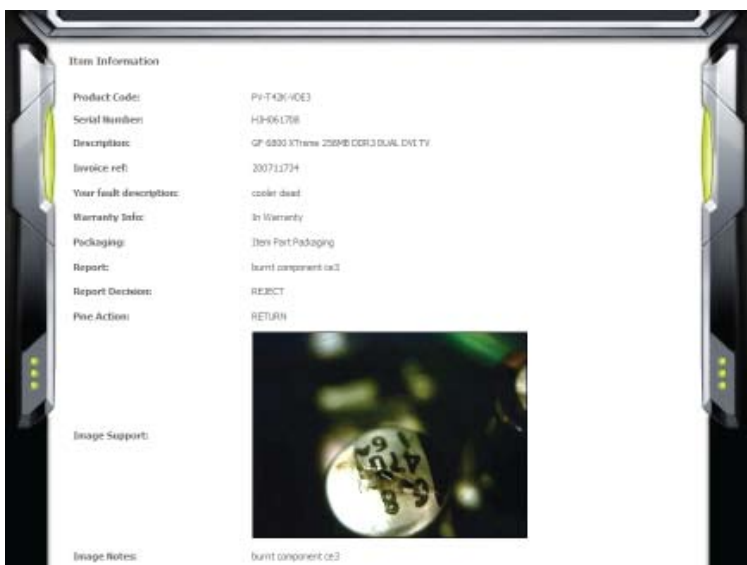
*We have warehouses all over the globe, can you provide a solution to manage each warehouse, orders and track serials?*

Propellerhead developed a solution to track all items entering each global warehouse with serial numbers and manage FIFO and bin locations. Account managers are able to take orders direct from the accounting system and pass them through to the warehouse from anywhere around the world. The warehouse system will only allow the serials/items to be depatched onto an order if they actually exist on that invoice. This solution has removed incorrect picking and shipments. The warehouse solution paid for itself within 4 months based upon the previous years incorrect shipment/stock error values.



*We need to make saving in our returns department. We're unsure if items being returned are in warranty. We also spend a lot of time copying items from one system to the next and completing endless amounts of paperwork. Can you help?*

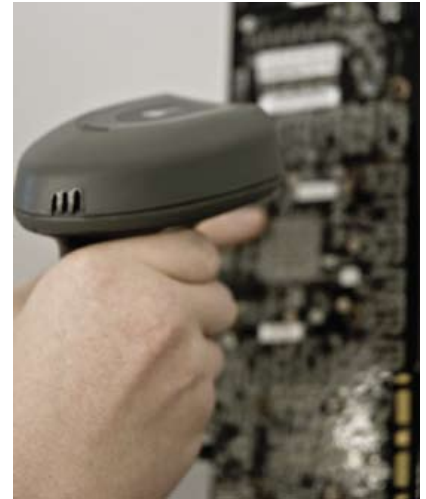
Building on the database used to manage the warehouse Propellerhead designed a solution that would use this data to help automate the returns process. We developed a dedicated returns



website where customers/partners can log on and apply online for RMA. Customers only need to enter the serial number as the system performs a lookup and returns the customer order reference, invoice details and warranty information. The website also ensures that the item was actually purchased by the customer. Customers are able to log in to check on progress, review test results and returns outcomes, download credit notes and review images of faulty, damaged and rejected items due to customer damage.

*We haven't the resources to test every single item that is being returned. We're struggling to keep up with the demand and concerned that we are crediting items that aren't faulty.*

Propellerhead not only developed a system to streamline the handling of returned items but provided a full outsourcing solution where every item is tested to the highest standards with comprehensive reporting and logging of outcomes. The RMA systems link directly into the partner web service which provides full tracking of the RMA through the test centre via the serial number, ensuring no items are misplaced, during the internal processing stages.



The system is configured to create product specific testing procedures for the technicians to follow for each unique type of product handled, allowing unique testing reports to be completed for those items and uploaded for your partner to view online, along with any photographic evidence taken to support any Rejects. Multiple test bed configurations are stored in the system providing detailed reports on the different configurations to help eliminate compatibility issues. Scanners are used to scan the serials of items, removing the chance for error and speeding up the processing of the RMA at every internal stage.

*We are struggling to keep up with emails and phone calls for both customer service and support can you help?*

Propellerhead offer a number of solutions to help with this issue. We developed a consumer support site which integrated directly into the corporate website which encourages consumers to register. Again, the warehouse data is utilised as consumers only need to enter the serial number - the system fills in the rest. Once registered consumers are able to download manuals, self help guides, support files and firmware. Providing the user with immediate access to self help severely reduced support requests. We also introduced a support ticketing system which allows consumers to create a private ticket and post it directly to support technicians. This support request is instantly available on the support team software application of which we developed to ensure that any support request is handled timely.

All responses are recorded, profiled and available for management reports. Capturing user registrations provides the core database for the direct marketing campaigns. Along with providing all the systems to manage this process, Propellerhead also provide the highly qualified and motivated staff to deliver this 5 star service.

## 5. How can we help your business?

The examples provide just a small snapshot on how Propellerhead can save your business resources and help your business grow. Our business development team are able to adapt to almost any business sector following industry standard methodologies to ensure we can help streamline your business processes.

Further information and a short video can be found at <http://www.propellerhead.co.uk>.

We often find an informal chat is the best method to see how Propellerhead can be of assistance to your business. Please call a member of our solutions team on **+44 (0) 844 811 23 26** or email [solutions@propellerhead.co.uk](mailto:solutions@propellerhead.co.uk).

We look forward to working with you.

*"Making your organisation work smarter"*