



Supply & Demand Designs

Reverse logistics solutions - Tailor-made!

Supply & Demand Designs / Case Study

The Company

A world leader in digital convergence and 3C products (computers, communications and consumer electronics).

The Challenge

- Offer swap services throughout Scandinavia delivering in maximum two days a requirement.
- Web based feedback and tracking system availability a requirement.
- A total solution line haul management included.
- A guaranteed minimum performance level of 99%.

The Solution

SDD established country hubs in each of the Scandinavian countries (Sweden, Norway, Denmark and Finland), resulting in:

- Efficiency improvements in both communication flow and operational activities.
- Lead times reduced. The solution made it possible to perform swaps in the whole of Scandinavia the very next day after order received except for extreme remote areas.
- Transportation costs reduced. The total transportation costs were reduced drastically by combining international and domestic distribution.

- Handling of unpacked IT products. The new setup offered domestic swaps of unpacked IT equipment at business as well as private customers' door.
- Optimization of stock levels. Consolidating defective units in country hubs resulted in an optimized stock level at all times.
- The solution likewise decreased the number of second attempts to near zero.
- Access to SDD Nordic's unique web based tracking and feedback system provided total visibility.

During the first month of operation SDD Nordic reached an overall performance of 99.2%.

By introducing SDD Nordic's regional help desk, staffed with highly skilled professionals supporting the ultimate customers with their transport inquiries improving customer satisfaction.

For further information, please do not hesitate to contact us:

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