



Supply & Demand Designs

Reverse logistics solutions - Tailor-made!

Supply & Demand Designs / Case Study

The company

A leading developer, manufacturer and supplier of printing solutions for businesses and private homes.

Since the company was launched, the company's international commitment to innovation, ownership of technology and unique path to market has been the ingredients of their success.

The challenge

- Restructure their European distribution setup in Scandinavia.
- Offer services such as True Swaps.
- Daily feedback a requirement.
- A minimum performance level of 95%.

The solution

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

- Efficiency improvements in both stock levels and order picking.
- Lead times reduced. The solution made it possible to deliver to the whole of Scandinavia the very next day after order received, with exception of extreme remote areas.
- The total transportation costs were reduced drastically by combining international and domestic distribution.

- The implementation of True Swaps, delivering the new machines and collecting the defective machines in one operation with the same driver resulted in greatly improved customer satisfaction.
- The solution likewise decreased the number of incorrect collections of defective machines, as the SDD Nordic help desk for example made sure customers were contacted before an exchange was scheduled which again reduced the amount of second attempt to below 1% considering all criteria.
- Access to SDD Nordic's unique web based tracking and reporting system provided total visibility.

During the first month of operation SDD reached an overall performance of 98.7%.

By introducing a regional help desk center, SDD Nordic supports all customers with their transportation inquiries improving customer satisfaction.

For further information about this case study, please contact:

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