

## Pioneer Electronics (2)

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# Reverse Logistics Reengineering Study

### Business Challenge

Pioneer Electronics, a world leader in digital entertainment products, like many consumer electronics firms, had to modify their supply chain strategies to handle increasing amounts of return goods. WCL Consulting was retained to conduct a reengineering analysis of Pioneer's reverse logistics processes and systems. Pioneer wanted to confirm its current operations were cost-efficient and ensure competitive customer satisfaction levels were being achieved.

### How WCL Consulting Helped

WCL Consulting completed the following tasks:

1. Interviewed all key reverse logistics personnel and identified current inefficiencies and improvement ideas
2. Created flow charts of Pioneer's reverse logistics processes and identified process improvements
3. Profiled current reverse logistics information technology support systems
4. During brainstorming sessions, identified reengineering strategies to improve efficiencies and customer service
5. Identified 3PL reverse logistics firms and secured bids for handling Pioneer's reverse logistics business

WCL Consulting's Reverse Logistics Reengineering study clearly outlined and profiled Pioneer's current reverse logistics cost and service levels compared to outsourcing to a 3PL reverse logistics firm. It identified a clear roadmap to achieving critical cost and service improvements.