



CASE STUDY

BNSF Logistics Provides Reverse Logistics Solution

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Company Profile

Big Box National Retailer

Business Challenge

The customer needed to bring thousands of point-of-sales electronics hardware from their stores back to a central location to be refurbished and have the software updated. Project required extensive logistics coordination and tracking of each unit to minimize impact on each store and ensure machines when returned to service were 100% reliable.

Solution

BNSF Logistics utilized 3RLink for inventory management and tracking to successfully provide reverse logistics solution. In addition to logistics management and tracking services, BNSFL also performed the updates and cleaning of the machines in house.

Process/Procedure

BNSF Logistics received and processed the equipment on behalf of the customer. The kitting consolidation services and prepping the unit for shipping and logistics to over 800 sites was provided. The equipment was tracked from dock to end user. During the process, imaging of each PC was performed. A comprehensive report was continuously updated and provided to the customer on the specific units (tied to unit serial numbers) going to each store location. BNSF Logistics performed complete inventory accountability from beginning to end. 3RLink, an internal system for inventory management and tracking was used to provide the customer real time information such as site number and location, LTL carrier, tracking number, proof of delivery, serial numbers per device, and transit status.

BENEFITS ACHIEVED

- Customer had visibility of each shipment throughout the process
- Large cost savings based on reduced waste and increased recycling
- Start to finish refurbishment saved the customer time and man-power

