

CASE STUDY

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BNSF Logistics Provides Reverse Logistics Solution to Big Box Retailer

Company Profile

A big box national retailer.

Business Challenge

The customer needed to bring thousands of point-of-sale systems from its stores back to a central location to be refurbished and have the software updated. The project required extensive logistics coordination. The units also needed to be tracked to minimize impact on each store, and to ensure machines were 100% reliable when returned to service.

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

BNSFL received and processed the equipment on behalf of the customer. 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 for the units (tied to unit serial numbers) going to each store location. BNSFL performed complete inventory accountability from beginning to end. 3RLink 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

- The customer had visibility of each shipment throughout the process
- Resulted in large cost savings based on reduced waste and increased recycling
- Start-to-finish refurbishment saved the customer time and man-power
- Reduced environmental impact