



## Kuehne + Nagel is the Preferred Mobile Phone Repair Partner in UK for Many Leading Brands

*Call-center management, order fulfillment, packaging & reverse logistics among tailored services*

### SITUATION

Image and brand loyalty have become essential to the mobile phone industry, which has generated a strong commitment by providers to quality customer service. The large range of services offered by Kuehne + Nagel has helped it form solid partnerships in the United Kingdom with leading network providers and handset manufacturers. These optimized services are designed to maximize fulfillment potential and minimize waste and cost.

### SOLUTION

Each year, Kuehne + Nagel builds and dispatches 25 million handsets and manages 3.5 million returns. The company also controls the repair and refurbishment of 1,000,000 handsets. Services, tailored to each client, may include call-center management, sales order fulfillment, deferred customization and configuration and promotions packaging. Reverse logistics services include unit screening, warranty, repair and refurbishment, spares and obsolete stock control.

Kuehne + Nagel operates a state-of-the-art repair facility in Banbury, U.K., which services all the major handset and network brands. The facility employs a team of 100 (increasing to 120 during peak periods); 75 percent are trained manufacturer-accredited engineers. Additionally, the site itself carries secured accreditations from each manufacturer, ensuring product awareness through both authorized channels and training. This service requires a stored parts inventory owned and managed by Kuehne + Nagel. Kuehne + Nagel has made significant investments in both IT systems, allowing it to trace handsets and inventory down to a component level, and diagnostic equipment such as scanners, oscilloscopes, spectrum analyzers and meters. As a result, Kuehne+Nagel is the preferred repair partner in the U.K. for many leading brands.

The service associated with repair and refurbishment is completed at the component level across a range of phone types (analog, DECT, GSM and 3G). The repair center handles 25,000 repairs each month on handsets received from customer drop-points via the call center or from various cell phone networks. Each unit is screened for problem identification. For handsets under warranty, 95 percent are checked, repaired and dispatched no later than the next day.

The main repair and refurbishment services provided by Kuehne + Nagel are:

- **Bulk recalls** - Initiated by the network operators due to known faults or may require software or firmware upgrades. An average of 300,000 units processed each year
- **Kitting** - For example, SIM card installation and activation prior to dispatch. Completed on demand. An average of 360,000 units processed each year.
- **Handset repairs** - Based on three levels of service:
  - Level 1: Plug-and-play changes
  - Level 2: Component swap-outs
  - Level 3: Removal of BGA chips, re-soldering circuits
- **Mobile returns** - Handsets screened for No Fault Found (NFF). Faulty items are repaired on-site. NFF items are cleared down, refurbished and repackaged as necessary and returned to stock.

### RESULTS

The Kuehne + Nagel Repair Center's high-quality customer service helps protect the brands of each manufacturer and its network. The rapid response to cell customers ensures that the phone is repaired, refurbished and returned ready for use with minimal delay and at minimum cost. In addition, delaying the configuration of handsets to the last moment and recycling of handsets and components, reduces the level of redundant product repairs even as the market introduces the next-generation of mobile phones.

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