

Reducing high AC adapter returns

CASE STUDY

Challenges:

- High returns of a new product negatively affected an established product line
- Client-mandated limitations restricted potential impact

Approach:

- Applied proven methodology to identify key drivers, define actionable recommendations
- Worked with the client to execute approved recommendations

Results:



Reduced product returns & support costs



Return in investment (ROI)

For more information:

www.d2worldwide.com
605-232-4170

A leading provider of laptop carrying cases and bags had recently expanded its product line to include consumer electronic accessories. Brand recognition resulted in almost instant sales success. An unexpected high number of returns, however, frustrated customers and bad sentiments started to impact bread-and-butter softgoods.

Our approach

They wanted to understand major categories that needed to be attacked in order to increase customer satisfaction and cut overall support costs. We proposed a unique, holistic D2 methodology that leverages data and human insight to drive an optimized customer experience. Unfortunately, the management was not used to dealing with the complexities of consumer electronic products. They wanted a quick fix. We were not allowed to use data (our suspicion is that there was none). We were not allowed to review other products in the line to identify themes. We could only focus on a single AC adapter.



We performed a heuristic evaluation and made product recommendations. We created a quick start guide and assisted with changes to their web-based support. In addition, we proposed reviewing the tech support debug tree and creating a Job Aid to help sales messaging, but the client was not interested in further work.

The results

Results were focused and the effort lasted about four months. Our client **saw a drop in returns and saved about \$50k** on that product. The cost for D2 work was approximately \$3.3K.

Despite limitations, we made a difference in this product, but were not allowed to impact other products, the process, or culture. As a result, ROI was not as high as it could have been but the effort did affect how this client moved forward in consumer electronics.

Invested \$3,300 >>> **ROI** \$46,700