



# Business Continuity for Mobile Organizations

5 Tips for Uncertain Times



## Why Blanco

Blanco is the industry standard in data erasure and mobile device diagnostics software. With Blanco Mobile Solutions, organizations can achieve real-time valuation for mobile devices with a simple tool that enables consistent, accurate and measurable diagnostic testing, in-store or remotely via a customer-facing app, with workflows purpose-built for buy-back/trade-in, mobile insurance and returns reduction.

Additionally, mobile processors can achieve operational excellence while maximizing profits with Blanco Mobile Diagnostics & Erasure—a purpose-built solution that streamlines diagnostics, erasure and grading processes to prevent unnecessary touchpoints and increase efficiency.

The mobile market continues to be heavily affected by COVID-19. With retail stores required to close temporarily across the globe, organizations across the mobile ecosystem are being tasked with doing more with fewer resources and less revenue. New smartphone sales have dropped significantly across the globe, and companies need to find new ways to connect with customers.

The answer? Move as many of your operations as possible online. This will help you better connect with prospects and customers during this uncertain time, as well as future-proof your business against any similar situations that may arise in the future.

But does your current solution set allow you to facilitate processes like insurance/warranty purchases and buy-back/trade-in from anywhere, at anytime? And once your devices reach the warehouse, are you reducing human touchpoints as much as possible to limit the amount of staff needed to process devices? Here are five ways Blanco can help:

### 1. Remote Diagnostics for Insurance & Warranty Providers

Most mobile retailers and carriers can only offer insurance and warranty protection at point-of-sale for new devices. However, by doing so, they're missing a large portion of revenue, as up to 90 percent of customers may leave the store without purchasing these add-on services. Now, retailers are facing an even tougher situation as this missing insurance and warranty revenue is paired with a reduction in retail store hours across the globe, meaning that existing revenue from these services is decreasing as stores close. Additionally, even without recent events, more customers are operating online and purchasing devices outside of retail stores, making it difficult for carriers and retailers to connect with them and sell these added revenue services.

These added-value services could be offered online, of course, but the high risk of fraud has historically been a deterrent to this becoming a reality.

The solution is an online app experience that is easy to use at home with very little technical knowledge. With Blanco Mobile Insurance, available in both



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browser and app formats, users are guided through specified automated diagnostic testing measures, as well as LCD and “cracked glass” testing to determine the true condition of their devices, allowing retailers/carriers to offer them specified levels of insurance at certain prices based on this condition. With this trusted solution, mobile organizations have significantly reduced their fraud for used devices to a manageable level.

Measures have been put in place to manage various common fraudulent behaviors in the Blancco Mobile Insurance workflow. These include ensuring that:

- ✓ the end user doesn't try to obstruct damage on the screen image
- ✓ the full display area of the screen is in the image
- ✓ the device is the actual device that the end user is attempting to insure
- ✓ the end user is not attempting to cast to another device so that they get a non-damaged image
- ✓ the number of attempts made available to an end user is reasonable (e.g., fraudulent queries may try dozens or even hundreds of times to beat the system)

## **2. Returns Reduction Solutions to Deter NTF/NFF Returns, Accurately Identify Devices**

Another area of concern during this time is reducing the amount of no trouble found/no fault found (NTF/NFF) returns. The mobile fault management process has always represented poor customer advocacy, high costs and penalties for retailers and carriers. Typically, most front-of-house customer teams are not tooled or skilled enough to perform consistent assessments and diagnostics of reported faulty devices, resulting in high invalid returns, high no trouble/fault found (NTF/NFF) rates and considerable time away from key sales tasks. By choosing to move this process online, mobile organizations can grow their opportunities for savings now and set up for success in the future.

Over 40 percent of customer returns and replacements are rejected by back-of-house (BOH) warehouses and OEMs for reimbursement or repairs. Because store teams often lack the confidence to adequately manage customer faults, the process often results in the customer demanding a resolution, regardless of not being able to replicate the issue in-store. Moving to a trusted, on-app solution that's accessible anywhere removes this challenge.

Our on-device Blancco Mobile Returns Reduction solution addresses key aspects of assessment and triaging that not only assesses the device, but also automates the process of resolutions and returns. By introducing this tool as a compulsory first step to digitally diagnose issues and help validate the return or repair, your customers can find a resolution in as little as a few minutes from the comfort of their homes. And by confirming faults and deflect NTF/NFF (flip) upfront, you can also reduce return costs by over 40 percent.

The solution also identifies and addresses mobile locks as part of the process, allowing you to eliminate locked devices being returned into the warehouse—and the costs that come with them. With Blancco Mobile Returns Reduction, you can digitize and automate the entire reverse market, including early upgrades, lease redemption, device protection and trade-in returns to advance and protect your business.

### 3. Remote Buy-back / Trade-in Solutions to Facilitate Accurate At-Home Valuation & Trade-in

Buy-back/trade-in (BBTI) has typically happened in the retail store. This is due to the challenges of offering it remotely: namely, how do you know that the device is really in the condition a customer says it is? Even in-store, manual BBTI processes are inherently inefficient and risky because they rely almost solely on human judgment to determine device condition—something that's not always clear at first glance. The process is further complicated by high turnover and lack of training for retail sales representatives, which leads to misidentification of device type. Blancco Mobile Buy-back/Trade-in allows organizations to expand buy-back / trade-in to happen anywhere, anytime via a customer-facing app, thereby removing the risk of human error and improving efficiency by implementing a consistent process across the full BBTI journey.

With Blancco Mobile Buy-back/Trade-in, mobile retailers and carriers can: 1) eliminate device misidentification with accurate, immediate identification via a mobile app, 2) show customers the real value of devices, 3) remove locks and 4) offer true value for trade-in. The solution also provides a clear audit trail for each device across the mobile lifecycle, increasing both security and efficiency. The remote solution is easy to use, allowing even the least tech-savvy customers to successfully operate the app at home. To support social distancing initiatives, the app can facilitate at-home return, with the ability to organize a carrier for pickup. Finally, the solution can be easily added to your online support guide/page for customers to download and use. With this simple app solution, you can help manage (and even improve) the customer experience during these trying times by deflecting unnecessary returns and downtime.

### 4. Reduce Number of Return & Decision Pathways & Eliminate Complexity Across the Mobile Device Lifecycle

By embracing the above solutions, only devices that are ready for resale (unlocked, correctly identified, etc.) will reach the reverse channel, lessening the number of devices shipped and therefore, the amount of manpower needed across the chain of custody process. And, of course, it also means only devices worth being processed are processed, lessening the number of workers potentially needed. Additionally, by investing in Blancco Mobile Solutions as a single platform to facilitate multiple key processes (buy-back/trade-in, insurance, content transfer, etc.), organizations can reduce reverse market complexity by reducing return and decision pathways, further decreasing the number of people, processes, providers, partners and transportation required to operate in an increasingly taxed mobile ecosystem.



## 5. Workflows to Reduce Human Touchpoints Once Devices Reach the Warehouse

Blancco Mobile Diagnostics & Erasure (BMDE) was purpose-built for mobile processors once devices reach back-of-house. One of the key differentiators of this product versus its competitors is Blancco Mobile Workflows, a feature which allows the user to create simple or complex workflows for grading, erasure and diagnostics. As part of these processes, operators can remove unnecessary human touchpoints and reduce error. With Blancco Mobile Workflows, mobile processors can also: 1) reduce the need for training for temporary workers with an easy-to-use solution and 2) process 70+ devices simultaneously and quickly to make operators more effective and reduce necessary workforce.

BMDE is an extension to the above online solutions. As the reverse channel's first true omnichannel diagnostic offering, organizations can now track devices from the online retail storefront, all the way to back-of-house. BMDE also offers remote support to customers. Customers can remotely call in and have a Blancco expert directly view their user interface to quickly diagnose any issues—an industry first. This instant, remote view of the product and how it's functioning is incredibly important in a time when offering onsite support is increasingly challenging.

Learn how easy it is to integrate Blancco Mobile Solutions into your existing mobile programs. Get your free trial today.