

## **Digital Transformation & Operational Excellence Awards 2021**

### **Asurion's Same Day Delivery and Expert Setup**

Category: Best Achievement in Operational Excellence to deliver an outstanding Customer Experience Excellence

#### **Synopsis**

Asurion is a global tech care company and industry leader. We provide protection, repair, replacement, installation and 24/7 support for everything from cellphones to smart home devices, TVs and household appliances.

Foundational to our replacement experience is ensuring customers are back up and running fast. Asurion has always provided industry leading replacement speeds as customers receive their device next day, even when they file their claim as late as midnight. We never stop innovating and we are deeply committed to push every boundary. We knew we could get customers back up and running even faster and make it easier. This was the mindset that led us to develop and launch our Same Day Delivery and Expert Setup program, the first in the industry.

Asurion formally launched the Same Day Delivery and Expert Setup program in June 2019. Through this program, eligible customers can receive a replacement device the same day they submit a claim, if the claim is approved by 4pm. The device will be delivered by an Asurion Expert that will assist the customer in activating the device, moving content and installing key apps. The success of the program is evident in the customer rated 4.97 of 5-star reviews and increased market presence.

#### **Strategic objectives and scope**

The strategic objective was to enhance the Asurion customer experience by adding a unique, market-leading capability that increased the velocity of service and solved some of the most critical pain points customers encountered when migrating to their replacement device.

The Same Day Delivery and Expert Setup program scope:

1. Inventory is pre-staged from our central logistics center to the satellite warehouses, referred to as Forward Stocking Locations (FSLs) across the country (85% geographic coverage).
2. When a customer's claim is approved by 4pm, they are presented with the ability to choose a two-hour timeslot for delivery that day. Timeslots range from 1pm to 7pm.
3. Asurion Experts are assigned and soon pick up devices, equipment and information needed to service the customer from their local FSL.
4. Asurion Experts travel to the customer to hand-deliver their replacement and setup the device.
5. Device inventory at the FSLs is replenished multiple times a week from our central logistics center.

**The Technology team** assessed the existing processes and systems to identify which had the necessary capabilities for claim reporting and processing, inventory management and finance. The framework for this was established by the successful Same Unit Repair program that used the company's claims entitlement and data platform; its internal scheduling and real time inventory system; and the company's finance and inventory system. Expanding upon what existed at the time,

the team enhanced and built systems that provided advanced features and a tailored approach to internal scheduling and product kitting. A new platform was developed to allow the company to package orders within the scheduling and inventory platform.

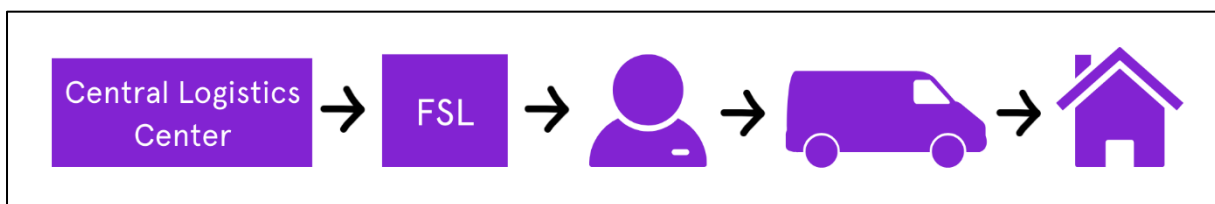
Together, the platforms supported the program's technology through a highly communicative process. Based on the step and complexity of each claim, the systems were designed to operate beyond the bounds of a simple linear path. Each system relies upon shared information available in the others to maintain end-to-end accuracy.

**The Transportation team** worked with analytics to ensure that we could support 85% of our United States subscriber base with this program. To accomplish this, the team expanded our warehouse footprint from one central logistics center to over 70 FSLs. The FSLs service their respective markets. The workflow established that once claims are assigned to an Asurion Expert, the expert would report to the in-market FSL to retrieve the device, tools and equipment needed to complete the delivery and setup.

**Customer Solutions** directed the hiring and training of 1,000 Asurion Experts within two months. Employees were responsible for providing customers with personalized device setup. Asurion Experts access a mobile app that provides them with access to their schedule, claim and customer details, inventory and FAQs.

### Implementation process and timeline

The program's ideation began with our product, technology, transportation, customer solutions and supply chain teams. The soft launch took place in May 2019, followed by the official launch in June 2019. The timeline from being greenlit to fully launched was achieved by the team working together in less than six months.



### Size of the project challenge, use of creative tools, and any organizations development

There were several key challenges that we needed to solve.

- We needed to connect our claims platform with the real time inventory in the local market. This meant that as a customer filed a claim in real time, we needed to confirm that we had inventory in the local market of the same make, model, storage size and color for the device being claimed.
- When a customer selected this fulfillment method, we allocated that device in our inventory so that we didn't oversubscribe the inventory in that market.

- Next, we assigned that delivery job to an Asurion Expert with the allocated equipment. As delivery jobs were accumulated in a market, we optimized assignment of those jobs to Asurion Experts in a market to minimize drive time and ensure on time performance.
- Finally, we automated FSL replenishment levels so that our central logistics center would ship replacement inventory the next day to our FSLs.

### Business results and impact of the project

Our Same Day Delivery and Expert Setup services were quickly acknowledged by customers as creating tremendous value and were selected by over 400K customers in the first six months. Since launch, Asurion Experts have traveled over 35M miles to ensure customers get their replacement devices and are back up and running the same day.

A survey of more than 150K customers resulted in a rating of 4.97 stars on a 5-star scale.

The graphic features the Asurion logo on the left and the title "Same Day Delivery and Expert Setup Customer Feedback" on the right. In the center is a trophy with a star on it. Surrounding the trophy are five speech bubbles containing customer testimonials. The testimonials are:
 

- Top-left (purple bubble): "Our Asurion Expert Pappy walked us step-by-step through the process and educated us on a few new things that we were not aware of. Pappy was extremely helpful and the process was seamless and quick. Thanks to Asurion and Pappy, I was back up and running on my device without delay."
- Top-right (white bubble): "You had an employee drive my new phone to my house the same day I made my claim. I needed a replacement phone. The gentleman that delivered it was friendly, polite and cheerful. He made me feel at ease and not rushed while setting up my new phone. Technology can tend to stress me out. He was efficient as well."
- Middle-left (green bubble): "Fast process! Filed claim at noon +/- and had new phone delivered by 6:00pm! Wow! And your excellent rep Jonathan called ahead with time of arrival. He spent time to start the transfer and clearly explained what I needed to do."
- Middle-right (blue bubble): "This young lady was VERY professional and EXTREMELY courteous. She went straight to the set up and patiently walked me through everything. Also made sure I understood my options and whether I had any questions. Thank you for her service!!"
- Bottom (purple bubble): "As a small business owner, I cannot afford to be without a phone very long. What I liked most about this service is as follows: Same day replacement phone and a wonderful and helpful and friendly tech that came to my house to deliver the phone within the timeslot that was stated, just hours after I made the claim. I would recommend this service and I am happy to pay the deductible for my problem solved as quickly as it was, with friendly employees both on the phone and in person."

We are extremely proud of the commitment and diligence our team members have exhibited from the rapid inception and launch of Same Day Delivery and Expert Setup through present day. The impact and benefits of this program are evident in the customer satisfaction results and Asurion's continuous business advancement. Ultimately, Same Day Delivery and Expert Setup demonstrates how Asurion's operational excellence and innovation deliver outstanding customer experiences.