

CASE STUDY

Company A



Company Name: Company A (Name removed for confidentiality)

Channel: MSP

Target Market: SME and Mid-Market B2B customers undertaking large-scale device refresh and network migration projects

Services Used: Fulfilment

THE CHALLENGE

A large engineering company with over 200 field engineers on the road every day was undertaking a full mobile refresh as part of a network migration. This meant that new devices, new SIMs and a new network for every user all needed to be completed in a single day to avoid disruption.

The end customer had several concerns:

- How to issue 200 new phones, SIMs, cases, screen protectors and plugs in one day.
- How to track which SIM belongs to which engineer, while ensuring mobile numbers stay correctly associated.
- Collecting, tracking and managing the return of old devices without disrupting or slowing down the changeover process
- Minimising internal admin effort and reducing the risk of errors during the rollout

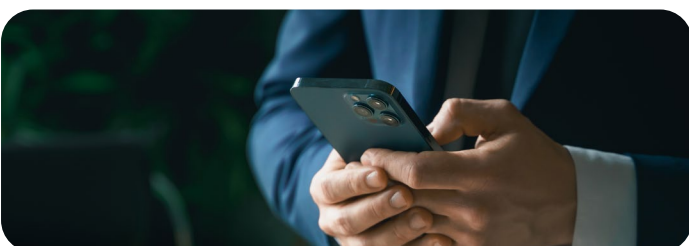
With engineers often based at client sites, the logistics needed to be simple, accurate and fast.

OUR SOLUTION

Once the reseller placed the order with us, we worked closely with them to design a suitable fulfilment process that removed the complexity for all parties involved. We then scheduled the project with our fulfilment team to ensure that all devices were fully prepared and delivered three days ahead of the planned port date, giving everyone enough time to prepare. Each device went through a full pre-deployment service:

- ✓ Screen protectors were professionally applied before shipping
- ✓ New SIMs were inserted into each device and re-boxed
- ✓ Every user received one individual box containing the phone, a case and a plug.
- ✓ Each box was clearly labelled with the name of the end user, the mobile number, the sim number and the IMEI number.
- ✓ A complete data set linking the user, mobile number, SIM, and IMEI was provided to the reseller three days before delivery, allowing them to pre-configure SIM activation and schedule the port date with confidence.

To keep the distribution simple, we delivered the devices in 10 larger outer boxes, each containing 20 individually labelled user packs.





THE RESULTS

The end customer described this as the smoothest and quickest hardware refresh, they have ever experienced.

The key benefits included:

- ✓ Significant admin time savings for both the customer and the reseller
- ✓ Elimination of SIM pairing errors
- ✓ Faster distribution with zero confusion and zero errors
- ✓ A fully controlled and auditable rollout process
- ✓ Resellers gained increased sales and enhanced customer loyalty

The reseller estimated they saved at least one full day of admin, while the customer saved hours of internal coordination.

An added bonus was heightened device protection, as usually only 30% of users fitted their screen protectors, but with the pre-applied screen protectors, this rose to 100%, helping to reduce screen replacement and repair costs.

The rollout was successful, meaning that the customer requested the same fulfilment process for all future orders, including replacement and additional devices.

THE OUTCOME

On the day it went live, all engineers attended the office in the morning and were handed their own clearly labelled box, making distribution quick and free of error.

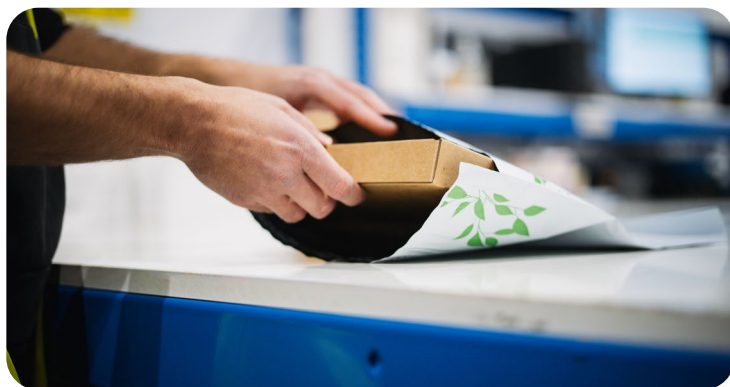
This meant that the engineers were able to:

Power on their new device

Move data across from their old phone

Continue working with minimal downtime

Once the ports completed, the engineers wiped their old devices and placed them back into the same boxes their new devices arrived in, and these were collected and returned to us for our buy-back process, helping the customer recover value from their old hardware.



Help your customers reduce complexity, cut costs and improve performance with EGE's bespoke fulfilment service. Unlock new revenue opportunities and strengthen relationships by offering our fulfilment service to your customer base.

Contact our b2b team to find out more
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