

New Product Stand-Up

Life Sciences

Client is a leading manufacturer of Class 3 medical devices treating epilepsy and related conditions. They were to launch a new Class 2 device which was to be sold via an eCommerce portal, with direct -from-consumer returns of product under the initial money-back guarantee program, under warranty

The Challenge

The overall objective was to develop the processes and data requirements to support the eCommerce portal solution for both selling the product and all manners of return of the product.

Class 2 devices were new to the client and would require very different selling and returns processing versus existing, traditional business processes.

The returns (reverse logistics) process and data requirements were especially complex. PII and PHI needed to be secure; there were various methods of payment that had to be accommodated in any credit process; the returns could be restocked and resold, refurbished, or perhaps had to be kept in isolation for further review prior to disposition

The Solution

Our consultant resource created detailed process flows and data flows from the consumer's initial request to returned product all the way through the return to the 3PL fulfillment house and into the main inventory disposition process – restock, refurbish, retain per FDA requirements, etc.

The Value

The client has a complete and proper solution for a new area of business, which satisfies consumer facing, inventory management, credit processing, and regulatory compliance needs.