

Automated Handling & Sorting with Data Capture



The Challenge

A large remanufacturer of ink jet cartridges (a £25M business processing 20,000 cartridges a day), was entirely dependent on 'Reverse Logistics'; the collection of empty ink jet cartridges. Most collection campaigns are related to charity donation and operate through reply paid envelopes.

A significant efficiency 'black-spot' was the manual sorting of envelopes as received into the mailroom.

Azteck's Role

Azteck recognised that there were huge opportunities for improved sorting methodologies. Further, if envelopes could be bar coded, the data collection and payment could be automated.

*productivity
up 200%*

*errors
practically
eliminated*

*call-centre
efficiency
increased*



Custom workstation assists operators in sorting 20,000 cartridges / day.

Photo by courtesy of our client, thank you.

Benefits

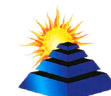
- Δ A 5 stage manual sorting process was optimised into a 2 stage semi-automatic process.
- Δ Automatic recognition & monitoring of Charity and Marketing Campaign.
- Δ Analysis & Reporting now provides a full audit trail for the charity payments.
- Δ 250,000 donor accounts and 700 campaigns are automatically tracked and managed.
- Δ Performance data on collection campaigns enabled huge improvements in decision-making.
- Δ Targeted collections by cartridge type ensures supply; permitting market entry with new designs well before competitors.
- Δ ... all while improving call-centre efficiency dramatically.

Industry Leading Efficiency

The cartridge collection programmes are the most efficient in the industry; yielding the highest number of usable high value empty cartridges and donating the most to charity.

We gratefully acknowledge our client's assistance in preparing this case study.

Business Process Simplification
for
Businesses with Ambitions



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