



ASDA
part of the **WAL-MART** family



“ Norbert Dentressangle has added value through developing the category expansion of our overall returns process and maintaining a high level of accuracy. Their advice and knowledge has helped in many other areas of the returns business and we can now see the benefits. We look forward to working in continued partnership with Norbert Dentressangle to achieve ASDA's future business objectives. ”

Matthew Gravestock
Reverse Logistics Manager
ASDA

ASDA IS ONE OF THE MOST FAMILIAR NAMES IN RETAIL SHOPPING, ONE OF THE UK'S LEADING SUPERMARKETS AND, SINCE 1999, A PART OF THE WAL-MART FAMILY – THE BIGGEST RETAILER IN THE WORLD.

ASDA currently has more than 380 stores nationwide and a turnover exceeding £18.5 billion. The company's mission is to be the UK's best value retailer and its high profile is allied with its strong customer relationships and determination to exceed customer needs on a daily basis.

The company is well known for its keen pricing and, as with other large UK retailers, its products range from food and clothing through to electrical items and fuel.

LOGISTICS *by* NORBERT DENTRESSANGLE

National Return Centre Operations



THE CHALLENGE:

- ASDA had not been generating revenue from the returns of products and goods, including electrical items, that were being consolidated in its Wakefield warehouse.
- ASDA realised that their in-house solution was not working, they were dealing with an unsatisfactory sortation process, poor recovery rates from returns, and a lack of management information and stock visibility.
- Their need was to increase their recovery from returns, have a more comprehensive management system, as well as standardising the returns procedures at their stores and distribution centres.

OUR SOLUTION:

- Norbert Dentressangle took over responsibility for the ASDA Returns Centre Operations in 2002 and quickly developed a close working relationship with ASDA.
- A dedicated team from Norbert Dentressangle visited the US Wal-Mart return operations to gather information on their best practice. Once back in the UK, they established the ASDA Returns Centre together with the first integrated Service Centre in the Midlands to minimise the transport costs.
- Norbert Dentressangle also undertook to manage the relationships between the vendor and secondary markets to increase revenue from returns.

THE BENEFITS:

- Norbert Dentressangle has been able to utilise its strong management structure to increase the revenue for ASDA through its returns and provide them with a comprehensive management information system over the past eight years.
- More than 99% of all returns are now accurately processed and Norbert Dentressangle has helped ASDA to increase its recovery rates by 45.8% to be more than 95.80% of the total value of the goods.
- Norbert Dentressangle has also significantly increased ASDA's returns and collections processes with major vendors.
- As part of the ongoing development, Norbert Dentressangle continues to reduce shrinkage in ASDA stores by offering advice and guidance on processes to reduce waste.