

Case Study - Smartphone Recall

Stericycle Expert Solutions helped one of the world's largest smartphone manufacturers get its potentially dangerous phones off of store shelves and out of consumers' hands as quickly as possible.

With no time to prepare, Stericycle Expert Solutions had to immediately assemble a massive workforce and recall infrastructure to handle the extraordinary demands of the potentially dangerous devices. While Stericycle Expert Solutions had previously managed large-volume recalls, none matched the urgency and complexity of the recall for this particularly popular smartphone model. Given the tight timeline, Stericycle Expert Solutions faced some initial hurdles but was ultimately able to overcome these obstacles.

Stericycle Expert Solutions had to quickly master and train its workforce to assemble, inventory, ship, and track thousands of specialised boxes entering and exiting its facility daily enroute to carrier stores and consumers. It was no easy feat, as the company had to produce three kinds of recall kits accommodating one, nine, or 24 phones each. The manufacturer's Just-In-Time manufacturing and shipping expectations also added to the recall's complexities.

The scope of the project varied depending on how many thousands of unassembled, flatpack box kits Stericycle Expert Solutions received daily from the manufacturer's supplier. And with the carriers dictating the schedule of shipments, every day was unpredictable, with expectations to turn around each allotment within 24 hours.

To scale up the massive recall in such a compressed timeframe, Stericycle Expert Solutions immediately hired and trained more than 300 workers to form a production line for kit fulfillment across three shifts, which operated

24/7. In addition, Stericycle developed a website where carriers could order recall kits. Once the recall was underway, the company onboarded more than 700 new workers. But even that level of manpower wasn't sufficient to keep up with demand. Consequently, nearly every regular employee at Stericycle Expert Solutions rolled up their sleeves and did doubletime, working their regular jobs plus helping to orchestrate the smartphone recall.

The company also realised that its current warehouse facility, while massive, was insufficient to handle the large footprint of the kit operation while also continuing to accommodate its other product recall projects. Within 48 hours of getting the green light to begin the recall, Stericycle Expert Solutions found, leased, and built out another 30,000 square-foot facility to handle the overflow.

Understanding this stressful dynamic, Stericycle Expert Solutions rolled with the punches and worked with the manufacturer to fine-tune its processes and production lines to meet increasingly difficult demands.

Key Success Factors:

- Understanding of the complexities involved
 - Scalability, experience, and knowledge
 - Flexibility, responsiveness, and perseverance
 - A trusted partner with the recall reflexes to act quickly & effectively
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