

Circular Economy Engineering Case Study

One2One Premium Service

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Background and Challenge

Online sellers, supplying a new product, are responsible for returning an equivalent end-of-life (EoL) product, from the end-user, at least free of charge and on a 1to1 or 1to0 basis, if the equipment is of equivalent type and function. This obligation is transposed in each national legal framework with different outlines.

The main challenge is to respond to the legal obligations to which the client is subject and thus guarantee compliance with them.

Customer Profile

The customer is a multinational technology company which focuses on e-commerce. It has been referred to as "one of the most influential economic and cultural forces in the world" and is one of the world's most valuable brands. Initially an online marketplace for books, it has expanded into a multitude of product categories. As of 2021, it is the world's largest online retailer and marketplace.

Objectives

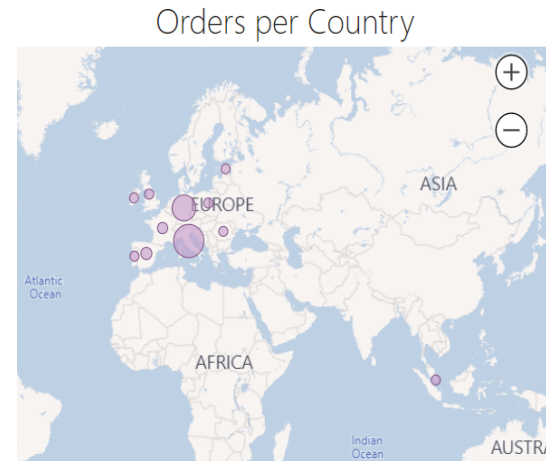
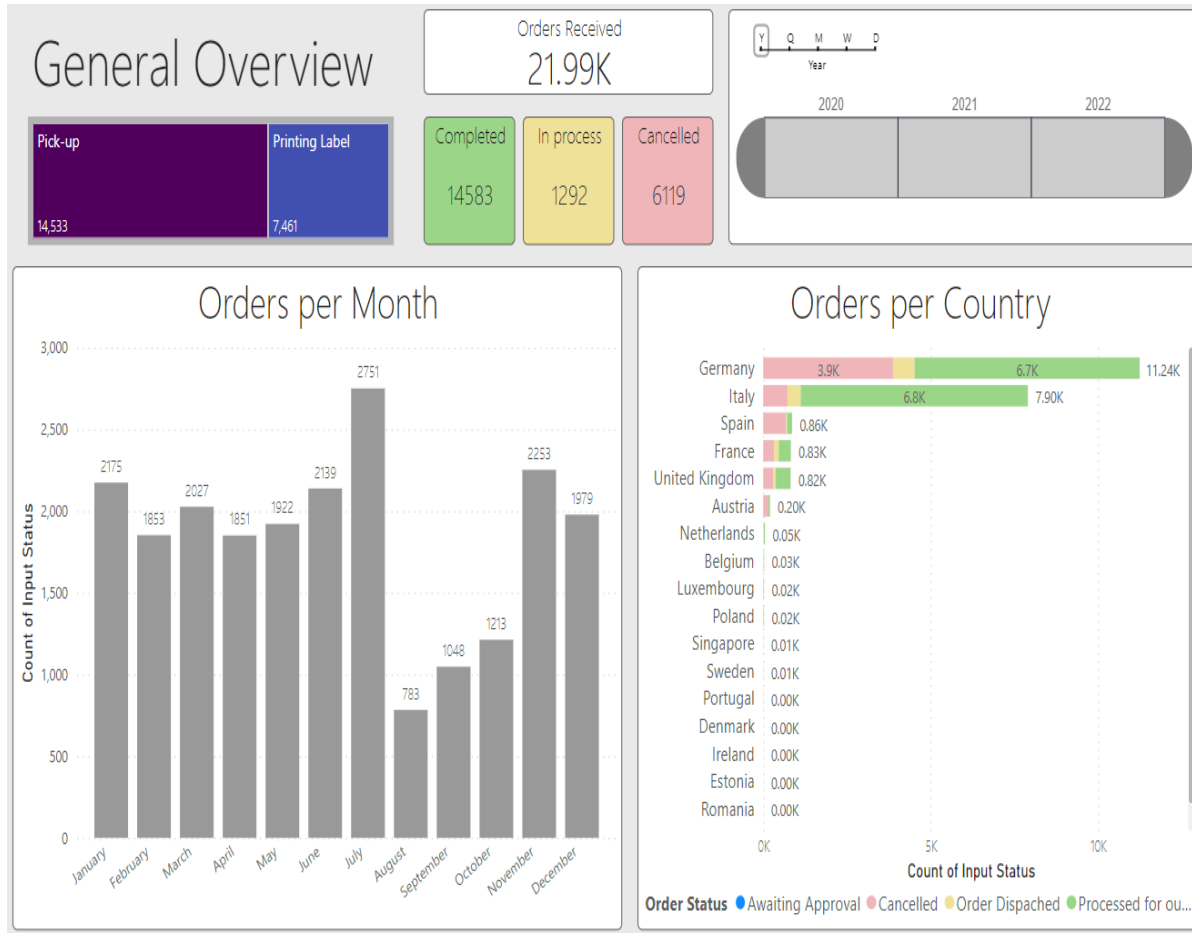
- Develop an order management platform, multilingual, and reporting of all operations: Collection points management; Pick-up request management; Full logistics process until delivery at a recycling plant and Reporting and KPI's monitoring.
- Friendly web-based interface for end-users to request the return of end-of-life devices.
- Smooth pick-up process.
- Single point of contact for global takeback operations.
- Fully compliant logistics and recycling network in each country.
- Quick expansion to different countries and regions to follow the market growth of distance sellers.
- Client very focused on customer satisfaction, customer experience is a major concern, and it is a pillar within this program.

The Solution At a Glance...

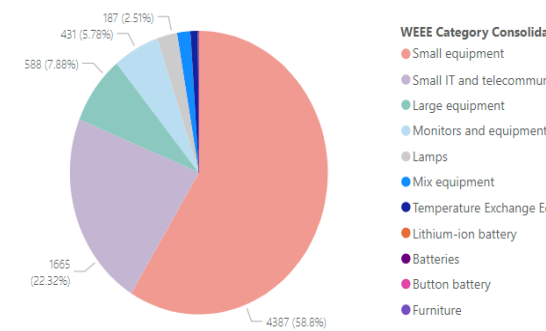
- The first step is to provide the final customer (consumer) with a way to make their collection request. A form suitable and customized to the type of customer was developed, where, in an intuitive way, the collection request is made.
- The next step is the management of orders, through the use of an intelligent IT order management system (circul8) that facilitates the entire process from the moment of order entry to the moment of its conclusion.
- There is a first stage of validation of the collection request, which, after acceptance, is forwarded to the logistics and treatment solution appropriate to the type of waste.
- It was necessary to create a whole network of suppliers, a qualified EoL Supply Chain, which is structured in order to respond immediately to each request that comes to us.
- Due to the size of the program and its dynamism, we do a weekly follow-up of the client's needs with the realization of calls.
- The management of each order is accompanied by a back-office team that ensures the entire process, from the validation of the order to the moment of invoicing and reporting.
- At the end, the client receives a monthly report with all the orders received (treated, canceled and in progress), quantities and weights, by country and by type of waste, as well as all the detailed financial information.

For more information about the product please access our product sheet available at:
[One2One](#)

One2One Premium Service



Amount of Waste per Category



Key Facts/Results

- More than 20,000 orders received
- more than 13,000 pick-up collections
- more than 7,000 parcel collection
- more than 385,000 kg collected
- more than 17,000 units of treated waste
- 21 active countries (20 European and 1 Asian - Singapore) and more on the way
- 3 active streams (WEEE, batteries and furniture) and more on the way (Toys, Sport Equipment (SPE), Do it yourself (DIY) and Garden Items, Chemicals products, and Gas cartridges)