

# Assurant CPO Solutions

How Assurant's Innovative Salvage and Refurbishment Services Doubled Device Recovery Values for a Top U.S. Retailer



## Overview

A major retail chain was seeking traditional salvage solutions and refurbishment services for Apple and Samsung mobile and media devices.

In search of a reliable vendor, they partnered with Assurant for our extensive expertise, flexibility, and innovative solutions.

In only 3 months, Assurant successfully transitioned select products from the retailer's liquidation channel into CPO devices deployed at scale across more than 10 categories.

## The Goal



## Our approach

Premium operations and sophisticated automated technologies are the driving forces behind Assurant's innovative CPO solutions. These components enabled us to deliver a predictable supply of consistent quality.



### First-Rate Operations

CPO screening, processing, refurbishment, and kitting were completed in one of our world-class device care centers, certified and authorized to repair Apple and Samsung devices.



### Automation and Robotics

Proprietary technology and fully automated functional and cosmetic diagnostics processes were deployed to create CPO devices of the highest value.



### Seamless Integration

World-class technologies and cloud-based applications were integrated seamlessly into the retailer's systems, enabling a smooth consumer buying experience.

### AirPod 3rd Gen Resale



Advanced robotics and new processing were developed to test, clean, and detect fraud for Apple AirPods.

New \$170  
eCom \$118  
Wholesale \$65

New \$170

