

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

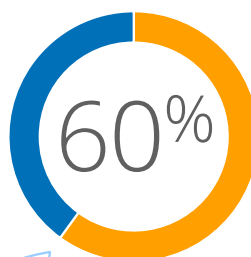


Advanced robotics and new processing were developed to test, clean, and detect fraud for Apple AirPods.

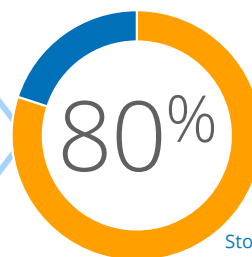
eCom \$118

Wholesale \$65

New \$170



Increase
from wholesale
to eCom price



10+
CPO categories
deployed at scale



3-5k
Units processed,
refurbished & kitted

Stood operation up



3
in three
months