



Datasheet

Turn returns into a competitive advantage

Protect revenue and build loyalty with expert RMA and warranty management



The returns and warranty landscape is shifting. What was once treated as a back-office cost center is now a defining moment of the customer experience. As the extended warranty market expands and consumer expectations rise, brands that handle Return Merchandise Authorization (RMA) and warranty issues with speed, accuracy, and empathy convert a painful touchpoint into a loyalty-building opportunity. Those that don't lose revenue and trust.

A frictionless, transparent returns and warranty experience directly influences **repeat purchase behavior, customer lifetime value, and brand reputation** – while some of the common pitfalls (fraudulent claims, manual serial-number validation, and fragmented tools) quietly erode the bottom line.

TTEC's RMA and warranty management solutions combine decades of technical support expertise, a global multi-channel workforce, and AI-powered fraud detection to resolve warranty issues efficiently.



Proven results, real impact

65%

reduction in RMA ratio

50%

time savings

Estimated

\$500k

per quarter in savings due to fraud mitigation

6

geographies providing RMA support, single consolidated platform

Source: TTEC clients

The hidden costs of inefficient RMA and warranty handling

Most brands treat returns and warranty claims as an unavoidable cost, but every gap in the process quietly drains revenue and chips away at customer trust.



Returns are a margin drain

Reverse logistics has historically been treated as a cost center, but leading brands now recognize it as a competitive lever — one that most organizations still aren't optimizing.



Warranty expectations are rising

The extended warranty market is growing steadily, meaning more consumers are making claims and judging brands on how those claims are handled.



Fraud quietly compounds the cost

Without automated serial-number validation and proof-of-ownership checks, repeated claims, mismatched addresses, and serial-number reuse inflate replacement volumes and cost your business money.



Fragmented tools create blind spots

When different regions use different systems, reporting visibility collapses and fraud becomes nearly impossible to detect at scale.



Every RMA is a loyalty moment spots

A slow, confusing, or suspicious warranty process damages trust at exactly the moment a customer is already disappointed.



From first contact to fulfillment: The TTEC difference

From the moment a customer reports an issue to the day their replacement arrives, TTEC owns the entire warranty process with a single, fraud-resistant workflow.



Troubleshoot before you replace.

TTEC associates exhaust troubleshooting steps before any replacement is authorized. For one global peripheral brand, 85% of a 340-person technical support team is dedicated to product troubleshooting and warranty operations.



Validate, verify, protect.

Before any replacement is authorized, a dedicated back-office team cross-references serial numbers, purchase history, and entitlement records to confirm warranty coverage and ownership — ensuring every claim is legitimate before a unit ships. Suspicious patterns are flagged in real time.



A back-office layer of fraud detection.

A specialized back-office team reviews every claim — validating serial numbers, ownership proof, and confirming troubleshooting was completed. For a global peripherals company, we generated an estimated \$500,000 in savings per quarter through fraud mitigation.



Detect fraud and return waves early with conversational intelligence.

We use conversation Intelligence to analyze every customer interaction across voice and messaging channels, surfacing emerging fraud spikes and return waves before they scale.



Fast, transparent fulfillment.

Once a claim is approved, customers are notified immediately with clear expectations regarding the next steps and delivery timing.



Replacement, done right.

For brands that replace rather than repair, TTEC manages the full replacement lifecycle end to end, from first contact to fulfillment. We ensure warranty terms are applied correctly, and replacements are only issued for genuinely defective products.



Global coverage, consistent process.

TTEC supports customers worldwide across phone and messaging channels, with regional hubs delivering coverage across EMEA and global markets. We consolidate RMA processing onto a single platform wherever possible, eliminating the inefficiency and reporting blind spots that come with region-by-region tooling.



Intelligence built into every RMA and warranty

AI-powered image validation, automated serial number validation, and a unified global platform ensure associates resolve issues consistently and only escalate to replacement when a product is confirmed defective.



Ready to turn your returns and warranty process into a **competitive advantage?**

About TTEC

For over four decades, TTEC has partnered with iconic and disruptive brands to turn customer interactions into meaningful connections. With a global ecosystem of CX experts, we design, build and deliver AI-powered, digital-first customer experiences that span the entire customer lifecycle. Our unique combination of operational excellence and deep technical expertise sets us apart as we work with clients to maximize moments that build trust, inspire lasting loyalty and deliver valuable business outcomes.

Together with our team of architects and builders at TTEC Digital, we integrate data, analytics and AI within the world's leading CX technology platforms to help clients optimize what they already have, integrate what they need next, and achieve powerful business outcomes. Learn more at [ttec.com](https://www.ttec.com) and [ttecdigital.com](https://www.ttecdigital.com).