



## Monetize Used Devices with OnProcess iPhone Unlock Program

As much as consumers love brand new iPhones, many are just as happy with used ones. Sometimes they purchase them outright. Other times, they get refurbished iPhones when they upgrade or their original one breaks or gets lost. Fast-growing acceptance of used smartphones, like these, is expected to propel the secondary smartphone market from \$11B in 2015 to \$30B in 2020<sup>1</sup>.

This presents a huge opportunity for carriers and insurance providers whose businesses rely on refurbishing used iPhones for claims and upgrades. The problem is, in about 30 percent of the cases, iPhones are returned locked, so they can't be refurbished.

And since Apple stopped providing an unlocking service for most carriers at the end of 2016, many iPhones stay locked. It's just too time-consuming for providers to unlock hundreds of thousands of phones themselves.

## OnProcess iPhone Unlock Advantages

OnProcess Technology removes the unlock burden by doing it for you. As a managed services provider specializing in post-sales supply chain services, OnProcess has a nuanced understanding of the challenges facing insurance and carrier companies, and a strong record of overcoming them.

We leverage two decades of reverse logistics experience, insights gained from more than five years of unlocking smartphones, and advanced analytics expertise, to rapidly turn iPhone paperweights into monetizable devices.



## Significantly Reduce iPhone CapEx

OnProcess dramatically increases your number of unlocked iPhones, often by up to 30%. When you consider that a refurbished iPhone costs carriers and insurance companies about \$150— which is 40% less than they'd spend on a new one—and that providers process hundreds of thousands of claims and upgrades a year, you can see how quickly those savings add up. In fact, our clients often self-fund OnProcess' iPhone Unlock program with a portion of the ROI they gain from it.

## Meet Changing Re-Man Goals

We use segmentation and dynamic returns to help you attain required remanufacture rates. If you need to refurbish certain models one week but don't have enough spare parts, we'll focus unlock outreach on customers who have those models. If your demands change two weeks down the road, and then again a month later, we can easily and quickly switch models, and scale up or down, to support your evolving needs.

## Accelerate Returns Velocity

We enable you to get more iPhones back faster and sooner. This way, they're in the warehouse, ready for you to use when you need them.



## Program Components

At its core, our iPhone Unlock Program is about educating consumers at the right time, in the right way, and motivating them to take the right action. Clients can choose any or all of these three methods:

### 1. *OnProcess Reverse Logistics Engagement*

Unlocking can be part of a larger engagement in which OnProcess facilitates, tracks and expedites the return and replacement of iPhones from end-customers, and manages the movement of defective phones through the repair channel and into inventory. During the customer outreach phase when we remind them to return the iPhone, we emphasize how, and why, to unlock it prior to putting it in the return package. This pro-active outreach allows carriers and insurance companies to get more phones back more quickly and in unlocked condition. It enables defective phones to move through the repair channel at a much higher velocity.

### 2. *Post-Return Unlocking*

Consumers who return broken iPhones that won't turn on, often think they can't be unlocked. OnProcess reaches out to inform these, and other, customers that they can easily and quickly unlock iPhones even when they don't have them, using Find My iPhone, which is part of iCloud on any web browser. We also let them know how much money they'll lose in terms of credit on their bill if their iPhone isn't unlocked.

### 3. *Pre-Return Unlock Monitoring and Outreach*

Right after a customer receives a replacement iPhone, we send the original iPhone's IMEI number to Apple Global Service Exchange (GSX) to determine its lock status. If it's locked, we immediately outreach to remind customers to unlock and return the phone. We check GSX daily to track whether iPhone statuses have changed, and then tailor customer outreach processes and scripts accordingly.

To learn how OnProcess can save you money by unlocking iPhones, contact us at **[sales@onprocess.com](mailto:sales@onprocess.com)**, **508-623-0810** or visit **[www.onprocess.com](http://www.onprocess.com)**.

<sup>1</sup> IDC, *Worldwide Used Smartphone Forecast, 2016–2020*