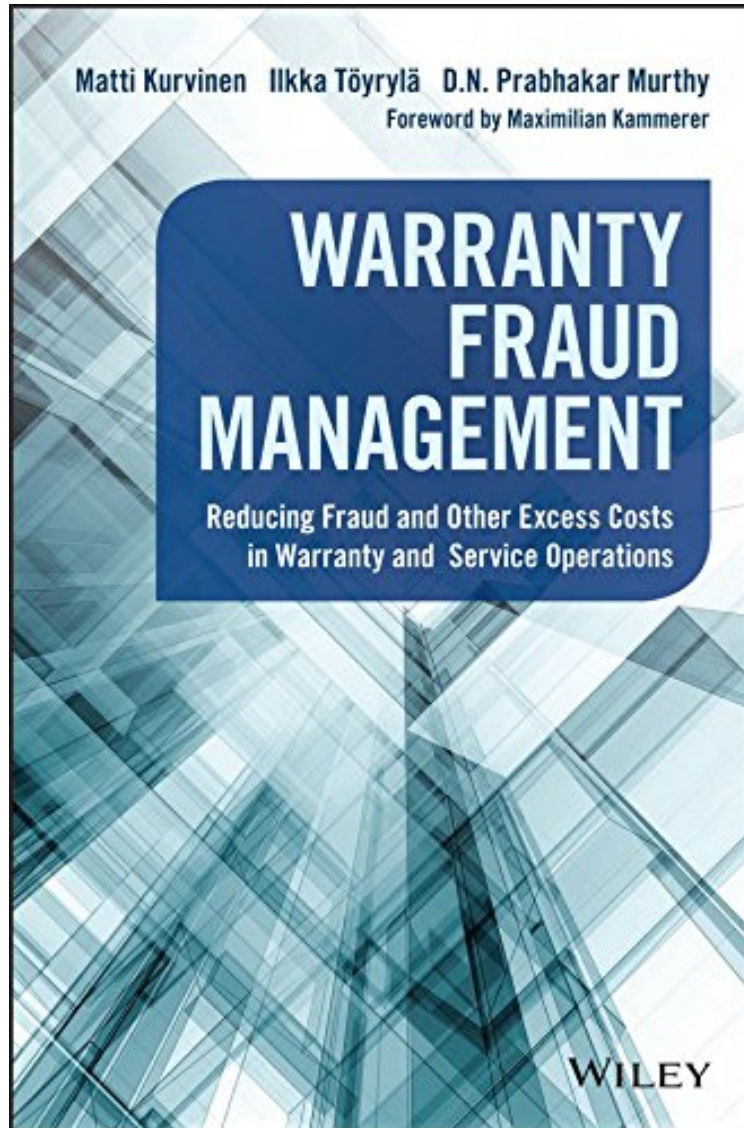


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Warranty Fraud Management: Reducing Fraud and Other Excess Costs in Warranty and Service Operations (Wiley and SAS Business Series)

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Matti Kurvinen, Ilkka Töyrylä, D. N. Prabhakar Murthy : Warranty Fraud Management: Reducing Fraud and Other Excess Costs in Warranty and Service Operations (Wiley and SAS Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Warranty Fraud Management: Reducing Fraud and Other Excess Costs in Warranty and Service Operations (Wiley and SAS Business Series):

0 of 0 people found the following review helpful. easy to read and very practicalBy CustomerClear, easy to read and very practical. A must-read to everyone from customer care to product development.

Cut warranty costs by reducing fraud with transparent processes and balanced control Warranty Fraud Management provides a clear, practical framework for reducing fraudulent warranty claims and other excess costs in warranty and service operations. Packed with actionable guidelines and detailed information, this book lays out a system of efficient warranty management that can reduce costs without upsetting the customer relationship. You'll dig into the whole spectrum of warranty fraud, from simple sloppy procedures to systematic organized crime, and get to know the fraudulent parties, the victims, as well as the objectives and methods of the fraudulent activities in different scenarios. You'll learn how to implement controls to detect and reduce fraudulent claims and decrease the overall warranty costs. The impact of fraudulent claims is plainly spelled out alongside detailed descriptions of typical symptoms and process gaps present in diverse companies. A comprehensive, multi-modal framework for robust warranty management is presented as a template for revamping your own company's strategy. Fraudulent warranty claims occupy an estimated 3-15 percent of the average company's warranty costs, which generally average between 1-4 percent of sales. Many companies are unaware of the issue or struggle to take action against the claims for fear of upsetting business partners, or because they lack tangible evidence. This book details a robust warranty control framework that institutes transparency and control over the whole warranty chain; supporting the process far beyond just fraud reduction. Understand the different actors (customers, sales channels, service agents, warranty providers, etc.) and different forms of warranty fraud Uncover issues in your company's warranty processes Learn methods to detect and prevent fraudulent activities Implement a robust system of warranty cost control Warranty fraud is a major cost-control issue for most companies, but the sensitive nature of the topic leaves most reluctant to share their experiences and divulge their strategies. Warranty Fraud Management brings warranty fraud out into the open, and provides a clear, actionable framework for cost-savings through fraud reduction.

From the Inside FlapFraudulent warranty claims bite into anywhere from three to fifteen percent of a typical company's warranty costs; which translates into one to four percent of sales. Whether a company is unaware of the issue, struggles to take action for fear of upsetting business partners, or simply can't obtain enough tangible evidence, Warranty Fraud Management provides the complete solution in a robust warranty control framework that goes far beyond ordinary fraud reduction. The dynamic authorial team brings global perspective to the topic in an engaging mix of theory and real-world practice that enables you to implement transparency and take control of the entire warranty chain. Inside, you dig into the whole spectrum of warranty fraud, from unintentional, sloppy procedures to systematic organized crime. Through candid examples from actual cases, you see firsthand how matters play out for the fraudulent parties and the victims, as well as how the objectives and methods of fraudulent activities manifest in different scenarios. Experiential guidance remains sensitive to creating too rigid controls that are costly and may affect customer satisfaction, and instead presents ways to remain flexible to the evolving faces of fraud. Always with an eye to practical methods for fraud detection and avoidance, this valuable guide gives you everything you need to: Identify the topology of the most common fraud scenarios and the motivations behind each one Master a versatile and easy-to-use toolkit for tackling the known and unknown scenarios Understand the essential building blocks for structured warranty fraud management Take action on planning and following through on an initiative to reduce warranty fraud There's no doubt that addressing fraud is tough to do because it requires questioning current business relationships, some of which are well established and personal. There is no silver bullet for every situation, but Warranty Fraud Management gives you the awareness, interpersonal strategies, and tools for taking back control of your warranty services. From the Back CoverPraise for WARRANTY FRAUD MANAGEMENT "Just another book about service issues? Definitely not! This book has the ability to become a real benchmark for all people affected by the outcomes of fraud. Most of us are focused on our internal performance programs; having nearly no clue how fraud is organised, what chances fraud gives and how to counter-attack fraud. The clear and very systematic structure here provides you with intensive information about the different perspectives of fraud and helps you to better understand all the implications. The examples provide in-depth views so you can create your own way forward, and CFOs will be happy because there is an additional new chance to reduce costs and generate results; not by only stressing their own organisation. Don't be afraid about the volume of the book; but take it as an almanac against fraud to improve your business and your results!"mdash;Kraft Schumann, Chairman of the International Service Logistics Association and the Former Head of Service Logistics at Fujitsu Siemens Computers "Excellent publication which explains in detail the opportunities and pitfalls encountered with managing a global service operation. A must read for anyone that is responsible for warranty management. I have used these principles while employed at several different consumer electronics manufacturers and the savings have been astounding."mdash;Rudy Koch, Director, Reverse Logistics, Devices "Considering the amount of money that companies invest in warranties it is surprising that a seminal book on the subject of warranty fraud hasn't existed previously. Thankfully, the deep knowledge and experience of the three authors in this subject has been harnessed in this book and any person involved in warranty

management can benefit from that on a continual basis."mdash;Keith Littler, General Manager, Product Support, Samsung "Management of the after-market has become ever-increasingly important for global supply chains. This has raised service management and warranty management to be among the major topics in today's supply chain discussions. This book provides tremendous insight into one of the dark corners of Supply Chain, and I can strongly commend it for its clarity, depth, and insight. Getting this right can save significant costs, without a negative impact on customer experience."mdash;Mark Pearson, Senior Managing Director, Accenture Strategy - Operations

About the AuthorMatti Kurvinen is an independent consultant focusing on service strategy and operations in general and warranty management in particular. After twenty-three years and various leadership and content expert positions in an international top-tier management consultancy, he started his own consulting practice in 2014. Ilkka Touml;rylauml;, Dr.Sc., is a management consultant with over twenty years of both industry and consulting experience. His key areas of expertise include service operations and warranty management. His doctoral thesis on traceability studied different opportunities for utilization of item level product and serial number data, warranty management being one of the application areas. D.N. Prabhakar Murthy is professor emeritus at the University of Queensland in Brisbane, Australia, where he lectured on various topics in engineering and technology management for over 30 years. He has researched many different topics in reliability, maintenance, and warranty, resulting in many books and technical papers.