



GlobalCare **Buyback & trade-in** /

## Use trade-in to boost sales and customer loyalty

The GlobalCare platform includes several core modules dedicated to the management of aftersales, reverse logistics and customer service processes. The **GlobalCare Buyback & trade-in** module optimizes product buy-back programs for devices such as smartphones, tablets and computers.

### GlobalCare **Buyback & trade-in** SaaS module

GlobalCare Buy-back & trade-in allows you to maximize trade-in volumes and customer loyalty by offering the best buyback prices.

#### Price comparison engine

The **GlobalCare Buyback & trade-in** platform aggregates price offers from all your buy-back partners. Each registered partner provides product buy-back pricing according to their own grading criteria which can be customized according to the buyer's standards.

#### Optimize your pricing in a competitive market

Operators can set themselves up as purchasing partners when they need to target specific products for which they wish to offer competitive buyback prices. This can be particularly useful to replenish your swap or loaner pool stock or for B-grade sales.

#### Multi-channel strategy

**GlobalCare Buyback & trade-in** can be deployed across multiple channels: self-service, call centers and retail. We also offer a trade-in app for smartphones and tablets. The app is white-labeled and comes with embedded hardware diagnostics that can automatically determine device status and grade. The module also comes with APIs that enable you to embed the trade-in customer journey into your sales and upgrade paths.

#### Reliable appraisals through the GlobalCare app

The **GlobalCare** app allows you to recover mobile devices and tablets with ease and confidence by rapidly evaluating their grade and value through: checking the IMEI through GSMA and network operator databases, testing power-up and other essential device functions such as OS, screen, keyboard, camera, etc. Fast, accurate and reliable device checks are a sure way to reduce costly discrepancies with buyback partners.

#### Boost customer satisfaction and loyalty

**GlobalCare Buyback & trade-in** easily manages bonus offers. Bonuses and rewards can be triggered according to multiple criteria (e.g. customer segment, channel, product model, purchase of more recent products, etc.). So many possibilities for operators to deploy their marketing strategy and promote the adoption of newer products while collecting old ones.

#### Market pricing analytics

**GlobalCare Buyback & trade-in** includes crawlers for automated data harvesting, as well as analytics tools that deliver actionable information and insights on pricing trends, market positions and competitor offers.



### Integrate multiple buyback partners and analyse their repurchasing offers in real-time

**GlobalCare Buyback and trade-in** allows you to offer your customers the best buy-back prices for their old product by comparing partner and OEM offers and integrating them with your own offers. Contact our teams for a live demonstration today: <https://sbeglobalcare.com/contact>

# GlobalCare Buyback & trade-in boosts loyalty & sales

GlobalCare Buyback & trade-in allows you to optimize your trade-in programs and buy-back strategies while boosting customer loyalty.



## Reduce reliance on buyback partners

GlobalCare is a highly efficient solution for working with multiple buyback partners and vendors.



## Leveraging buyback programs to boost sales

GlobalCare is easily integrated into existing sales channels and upgrade paths to boost opportunities for new products sales.



## Boost customer loyalty

GlobalCare guarantees best buyback pricing for your subscribers.



## Reduce dispute rates

The GlobalCare diagnostics app enables accurate value appraisal of all returned products.



## Boost volumes by optimizing bonus offers

GlobalCare guarantees best buyback pricing for your subscribers, and helps reduce churn.



## Powerful, reliable, accurate reporting tools

Use competitive intelligence data to analyze market pricing of residual value for traded-in and returned products & devices.

## GlobalCare Buyback & trade-in is multichannel & multi-platform

GlobalCare can be configured to be used by your end-user customers, retail agents, telesales and customer service advisors.



### Self-Service Portals

We set up self-service websites accessible to your end customers that can be integrated into your digital ecosystem and optimized for computers, tablets and mobiles.



### Call Centers

GlobalCare enables call-center agents to quickly complete product repurchases and trade-ins.



### Retail Stores

GlobalCare can be readily deployed in retail stores or self-service kiosks to manage product buy-back and recovery quickly and efficiently.



### Contact our teams to ask for a demo:

Our sales team can be reached at:  
[hello@sbeGLOBALCARE.com](mailto:hello@sbeGLOBALCARE.com) or <https://sbeGLOBALCARE.com/contact>



GlobalCare is a SaaS platform designed, developed and maintained by SBE Global, the software development arm of the SBE Group.

With more than 30 years of experience and 2000 employees worldwide, SBE Group is a world leader in after-sales and logistics services for companies in the high-tech sector. Our logistics and digital platforms manage product returns and trade-in programs for many prestigious clients in the insurance, telecommunications and technology industries.