

CASE STUDY

Asset value optimization: A smarter approach to device value recovery



The CHALLENGE

Every trade-in device represents an opportunity to recover more value, but only if it reaches the right next destination. A client wanted to maximize that value by creating a more effective path for devices that could be refurbished, upgraded, and sold through higher-value channels. Under a traditional recovery model, many of those devices would have been liquidated at standard resale prices, limiting both financial upside and strategic flexibility.

The GOALS

Create a smarter approach to device value recovery by:

- Increasing resale value beyond traditional resale benchmarks
- Identifying the highest-value outcome for every device
- Routing eligible devices into higher-value resale channels
- Demonstrating the financial potential of a more strategic device lifecycle model through a pilot program

Our APPROACH

Optimizing every device for its highest-value outcome

Rather than defaulting returned devices to standard liquidation paths, Assurant evaluated each device to determine its highest-value outcome by combining value-added processing capabilities with established demand channels across carrier, e-commerce, and retail markets.



Evaluate every device.

Each returned device was assessed to determine its highest-value next use based on its condition and market opportunity.



Enhance where it creates value.

Eligible devices were upgraded through light cosmetic enhancement or repair to bring them up to certified pre-owned standards.



Route intelligently.

The certified pre-owned devices entered stronger resale channels, while remaining inventory followed the recovery path best suited to its condition and value potential.

The RESULTS

Demonstrating the financial potential of intelligent device recovery

The first phase of the pilot demonstrated how a more strategic recovery approach can unlock additional value beyond a traditional wholesale model.

Up to 76% greater resale value

Identifying higher-value recovery opportunities helped unlock substantially greater value than a traditional wholesale approach.

Approximately \$156 incremental value per device

Intelligent decision-making and targeted processing generated meaningful incremental value on every eligible device.

Meaningful upside at pilot scale

Even modest trade-in volumes demonstrated significant financial upside when every device was directed to its highest-value outcome.