

# “Barcode” web service in action

## Testimonial from ANOVO



**ANOVO**

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**LOVE2RECYCLE.CH**  
Le site n°1 du rachat de mobiles

By using the “Barcode” web service in an ingenious way, ANOVO Suisse SA has been able to offer its customers an innovative solution on its Love2recycle.ch website. This service makes it easier for ANOVO’s customers to send in their parcels.

### Background

The ANOVO group is among the top European organisations involved in the sustainable life cycle management of electronic products. In Switzerland, ANOVO buys back mobile phones on Love2recycle.ch, something which has helped make it the number one mobile phone takeback scheme in Europe. The ANOVO group began operations 20 years ago and employs 4,400 people in 20 technical centres, covering 8 countries.

### Free mailing for customers

ANOVO’s mobile buyback service is targeted primarily at individuals. The value of your mobile phone can be assessed on the Love2recycle.ch website. You then send your phone to ANOVO who, after validation, will quickly process the payment of the agreed amount to you. There are many consumers, however, who still see recycling as unimportant. This is why the company sought a solution to motivate its customers more.

### Success in just one click with “Barcode” web service

Love2recycle.ch customers who wish to sell their mobile phone can have it valued directly on the website. Once the sale has been made, a PDF dispatch note summarising the sale is automatically generated by the web service. It includes a ready-to-use barcode, which customers have to print and stick onto their parcel. Customers can then hand the parcel in free of charge at any Swiss Post post office or postal agency. This solution makes the process more practical – and totally free – for the customer.

“Because Love2recycle.ch is the first online buyback service in Switzerland, we needed a specific logistics solution which could be adapted to our unique service. With its “Barcode” web service, Swiss Post was the only organisation to offer an innovative solution which suited our service perfectly. We’re grateful to them for that”. (Valérie Milan, Human Resources & Marketing, ANOVO CH).

### Internal process optimisation

By making the sending of mobile phones free via the “Barcode” web service, ANOVO has managed not to lose clients who may be reluctant to pay postage themselves. There are other advantages for ANOVO too. An internal barcode also appears on the dispatch note, which means that ANOVO employees only have to scan the barcode to know what the parcel contains – without having to open it. This makes their work easier and saves ANOVO valuable time.

### Upgrades to technical equipment possible at any time

Swiss Post’s “Barcode” web service can be integrated and upgraded as required. For instance, the Track & Trace service could be integrated with the “Barcode” web service. That way, ANOVO and its clients could follow the parcel’s progress online.

For further information, please visit:

[www.swisspost.ch/webservice](http://www.swisspost.ch/webservice)

Your customer advisor will be happy to provide you with additional information.

You can also contact us at [webservice@swisspost.ch](mailto:webservice@swisspost.ch) for a non-binding consultation.