

# CASE STUDY

## CURRYS: THE POWER OF REPAIRING

This case study outlines how Currys has used circular thinking to inform their core business model to bring about significant carbon and cost savings.

### What is the issue?

Electrical and tech items are too often regarded as having a limited life which means they will be discarded and replaced with brand new products within a few years of purchase – or even sooner.

### What is Currys doing about it?

This model is being challenged as the need to move away from a throw-away-society has come into sharper focus. Currys has been ahead of the curve, in terms of taking a circular approach to the products it sells and has been offering a repair service to customers for the past 40 years. This service is offered across a wide range of technology, from fridge freezers to smart phones and is done on a substantial scale.

**1 million**

*items are repaired annually*

**1,350**

*engineers are employed to support with  
reuse and repair*

A spare parts operation also salvages components from products that are beyond repair, reducing the demand for new parts within the supply chain and the lead time on repairs.

### Outcomes and impact

**100,000 tonnes**

*of CO<sub>2</sub>e is prevented annually*

**£1.7 million**

*savings in spare parts costs due to their  
salvaging operation*

### What has Currys learnt?

- The offer of a repair service is greatly appreciated by customers and increases customer satisfaction and loyalty.
- The environmental benefits of what started as a simple customer service, have now become central to the business strategy.
- The repair process itself allows the business to build up a valuable diagnostics and faults database which they can feed back to manufacturers to help improve future products.

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