



Case Study for Retail Device Recycling

Back in 1992, a group of self-professed “geeks” in London had a firm belief that there is a second hand market for computers, gadgets and video games. Increasing obsolescence was rapidly increasing the need to recycle.

So they opened CeX, a shop where they give their customers cash or store credit for used games, gadgets and computers. Over 22 years later that store has grown to be a global leader in the retail trading of mobile phones and other electronic devices. Today CeX has over 350 stores worldwide and trade nearly 1 million mobile devices per year.

Besides offering the best prices and the widest selection of second hand tech products, another element is key to keeping CeX's customers coming back: trust. Customers must be confident that the used mobile phone or tablet they purchase at CeX is authentic and was sourced in a legitimate manner.

Quick Facts: CeX

- Established: 1992
- Headquarters: London
- Over 350 retail locations in 8 countries.
- Over 50 % of UK stores are franchises.
- Handles around 1,000,000 mobile devices per year.
- Rated #1 by BBC Money Box program
- Rated #1 by UK Consumers Association Which?
- Offers innovative donation program
- Website: WeBuy.com

“Our customers trust CeX to ensure the quality and integrity of the second hand technology products they buy from us. Device Check helps us to build this relationship.”

-David Butler, Commercial Director of CeX

So how does CeX make sure the mobile devices they trade are authentic and have not been stolen? They use **GSMA Device Check**.

Every used mobile device that CeX considers as a buy from the public is checked against the GSMA Device Check database. If the results show that the device has been reported as lost or stolen by a participating operator, CeX will reject the device. In fact, CeX has even implemented Device Check as a part of their proprietary device verification system, which also checks for software issues and helps to calculate a fair trade value.



Device Check



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The use of Device Check at CeX does not stop once the store has bought in the device. They continue to ping the Device Check database on a regular basis for all the phones on their shelves to make sure the lost/stolen status has not changed. This enables CeX to monitor the integrity and value of their mobile device inventory.

A lot has changed since 1992, including the public's taste in movies, games, music and especially electronics. But one thing that never changes is the need for a customer to trust the companies with which they do business.

GSMA Device Check helps CeX build and protect this trust.



CeX handles approximately 1,000,000 mobile devices per year with the assistance of GSMA Device Check

Want to learn more about GSMA Device Check?

**Visit us at GSMA.com/DeviceCheck
Or email us at DeviceCheck@GSMA.com**