



## 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



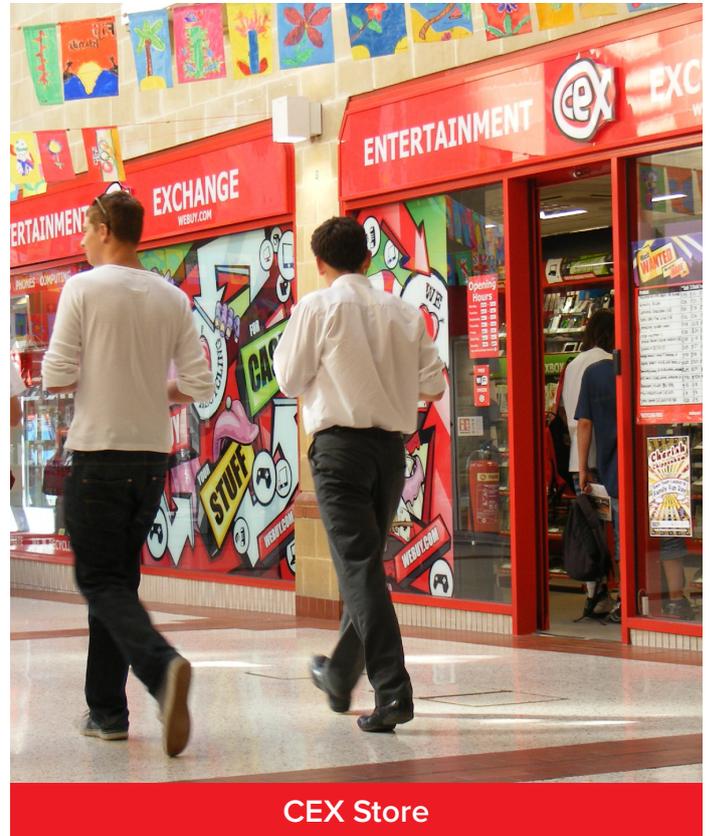
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The use of Device Check at CeX does not stop once the store has bought in the device. They continue to ping the Device Check database on a regular basis for all the phones on their shelves to make sure the lost/stolen status has not changed. This enables 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](http://GSMA.com/DeviceCheck)  
Or email us at [DeviceCheck@GSMA.com](mailto:DeviceCheck@GSMA.com)**