B-STOCK

GameStop

The Making of GameStop's Lean Resale Operation

GameStop's mobile trade-in and resale business has undergone a rapid evolution over the past few years. For Jon Haes, VP of Pre-Owned, the mandate is clear: run a lean team while building a resale funnel that is extremely predictable and consistently profitable. "We've automated the pricing process, overhauled our in-store trade-in process, and installed new technology to facilitate the trade-in evaluation process," Jon explains.

That upstream clarity has carried through to downstream results. Lyann Fortner, Product Manager, points to the impact of aligning automation and B-Stock: faster shipping speeds, fewer disputes, and the ability to manage resale at scale without the burden of direct buyer relationships.

Today, the team is seeing record-low dispute rates and an 11% YoY increase in auction bid activity on B-Stock, proof that operational changes directly translate into marketplace performance.

This asset maps out GameStop's resale process step by step — trade-in, processing, and resale — with commentary from Jon, Lyann, and Daniel Pan, Refurbishment Operations Manager. Their perspectives underline how a three-person team can run an efficient, accurate resale process at scale.

JH — **Jon Haes** — VP of Pre-Owned

LF — **Lyann Fortner** — Product Manager

DP — **Daniel Pan** — Refurbishment Operations Manager

TRADE-IN

	Before	Now	
Trade-in Intake	Trade-ins initiated same way as today.	Customer trade-ins are processed through a store program offering cash or store credit (credit value is higher to incentivize purchases).	**JH** "The decision to invest in automation was driven by the need for enhanced consistency and to mitigate the impact of human factors on the quality of the inspection process. Honest mistakes can be made when people are solely performing the grading, like missing a small scratch on a phone screen or missing a small chip on the corner of a tablet."
In-store Testing & Grading	Fewer in-store test metrics, more dependency on associates.	20+ functional tests (e.g., FMIP status, battery health, component checks) are performed, with results stored and linked to the device's serial number.	
Trade-in Offer	Offers calculated similarly but with less automation.	System calculates cash or store credit based on standardized in-store grading data. Promotions are adjusted periodically to drive volume.	**LF** "Same-day cash payout is our top incentive. We can offer competitive trade-in pricing and maintain a predictable stream of inbound inventory at expected margins. Within cash/credit pricing structure, we can run promotions to incentivize mobile device trade-ins at a similar frequency as the rest of the trade-in business (i.e. video game products)"
Data Tracking	Reporting/tracking was manual.	Trade-in data is synced with backend systems, and the full catalog is repriced weekly to reflect resale forecasts, product launches, or market shifts.	**JH** "This requires us to have good line-of-sight to future resale prices. We leverage our own historical pricing curves, B-Stock's pricing forecast tool, and other sources to accurately predict this. Once a store takes a trade-in, it takes a few weeks for the device to arrive at our facility for processing and wholesale lotting, so we have to be confident in where we think pricing will land by the time we can sell it."

PROCESSING

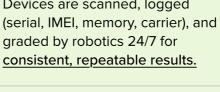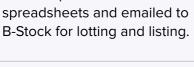|	Before	Now	
Devices Shipped From Stores To The ROC	Devices graded in-store were shipped weekly to GameStop's Refurb Operation Center (ROC).	Process remains, but devices now arrive ready for automated intake.	**DP** "Effective production planning is essential to keeping processing priorities—such as grading speed and lotting readiness—aligned with trade-in and resale needs. Production should be designed to scale to the maximum forecasted requirements, factoring in space constraints and automation capacity."
Intake & Grading	**Manual intake & grading** – Associates visually inspected devices for cosmetic issues (scratches, cracks, dents) and recorded results manually. Human error often caused grading inconsistencies.	**Automated intake & 24/7 grading (Phoenix Innovations)** – Devices are scanned, logged (serial, IMEI, memory, carrier), and graded by robotics 24/7 for consistent, repeatable results.	**DP** **Manual intake & grading** "While there are always methods to scale manual grading, it becomes increasingly challenging when rapid scaling is required and when attrition or turnover impacts the ability to maintain consistent production quality." **DP** **Automated intake & 24/7 grading** "Automation has taken over two of the most time-consuming and skill-intensive steps in our process - cleaning and grading. This has significantly reduced the training and expertise required for these roles, making hiring and onboarding faster and more efficient. As a result, our team can scale more easily, reallocate resources to higher-value activities, and respond to business growth opportunities with greater agility."
Cleaning & Prep	**Manual cleaning & prep** – Devices were manually cleaned and made ready for staging.	**Automated cleaning** – Robots clean and sanitize devices as part of the grading workflow, eliminating additional labor.	
Shop Floor Controller (SFC)	**No Shop Floor Controller (SFC)**	**Shop Floor Controller (SFC)** – Workflow system that monitors real-time processing, ensuring grading and staging steps stay optimized and ready for resale integration.	
Inventory Staged	**Inventory staged for resale** – Devices were sorted and held in bulk, awaiting pick-and-pull after auction sales.	**Inventory automatically staged for resale** – Grading data is exported via API, integrating directly into B-Stock's platform for faster resale.	

RESALE

	Before	Now	
Resale Channel	**Manual buyer relationship management** – GameStop negotiated and sold portions of inventory directly to buyers outside of B-Stock. The team managed a "rolodex" of buyers, fielding questions and negotiating offline deals. GameStop didn't have visibility into accurate market pricing.	**100% inventory to B-Stock** – All inventory is funneled through B-Stock's platform, removing the need for managing direct buyer deals.	**LF** **Manual buyer relationships** "Biggest challenge was managing individual buyers/orders. The overall volume of our business means we had buyers with multiple open requests that compounded week after week. Consolidating sales to B-Stock streamlined our sales process considerably." **LF** **100% inventory to B-Stock** "The focus to improve our overall resale business through automation and consolidating sales to B-Stock had downstream effects that resulted in better shipping speeds and big reductions in customer disputes. We are now seeing record low dispute rates and that's a tribute to our operations team and the improvements we have made with automation and internal processes."
Inventory	**Manual manifests for B-Stock** – Inventory from processing was compiled into spreadsheets and emailed to B-Stock for lotting and listing.	**API integration** – Phoenix Innovations generates an automated file that feeds directly into B-Stock for lotting and listing.	
Orders	**Pick-and-pull after payment** – Once buyers paid, GameStop's team manually picked and packed orders.	**Pre-staged orders** – Inventory is staged and ready to ship prior to payment, enabling shipping within 24 hours once funds clear.	
Data Tracking & Disputes	**Manual tracking & dispute validation** – Tracking and proof of shipment were manually updated, creating slow dispute resolution.	**API tracking upload** – Tracking is automatically passed through B-Stock's admin for faster dispute resolution. Dispute rate decreased by over 50%.	**JH** "RMA rate and customer feedback are important for us. Also, if we see consistent growth in auction bids and new customers that's a good sign for us as well."