

Effectively handling increased call volume due to product recall



Customer Description

In March 2016, our client — an American luggage manufacturer and retailer— notified C3i Solutions, an HCL Technologies company that a membership warehouse club was recalling 6,000 hydration packs due to a safety concern with the buckles. All members were notified via postal mail one week prior to call in for replacement buckles. C3i Solutions was given the notification of a potential increase of 6,000 in inbound call volume.

Due to budgetary constraints, the client requested C3i Solutions operations to propose and launch a cost-conscious process to meet the short deadline within one week; they were unsure of the best way to absorb the additional volume without impacting service to the other brands.



*This is great
– so much
lower than
anyone had
expected.
Thank you!*

*- Client's
Corporate Director
of Customer
Service*



The Solution

Based on client's needs, the following processes were implemented to effectively launch contact support:

- **Interactive Voice Response (IVR):** A voicemail option was added to the product toll-free number in anticipation of the inbound call volume increase. C3i Solutions suggested the development of self-service options to reduce the number of contacts. Hourly interactive voice response reports were sent out, giving the client the ability to track success rates within the IVR. Setting up the IVR eliminated the need of having extended hours of phone operations, which would have resulted in an increased amount of billable hours. An option to prioritize and report this specific call type was added during regular business hours. This also assisted with tracking and reporting for the client.
- **Labor:** Allocated one current full-time employee to monitor volume and log consumer information from after-hours voicemails.
- **Training:** Pre-approved monthly billable training hours typically allocated for monthly refreshers were utilized to train the teams on recall replacement orders. An action plan was put in place to deliver

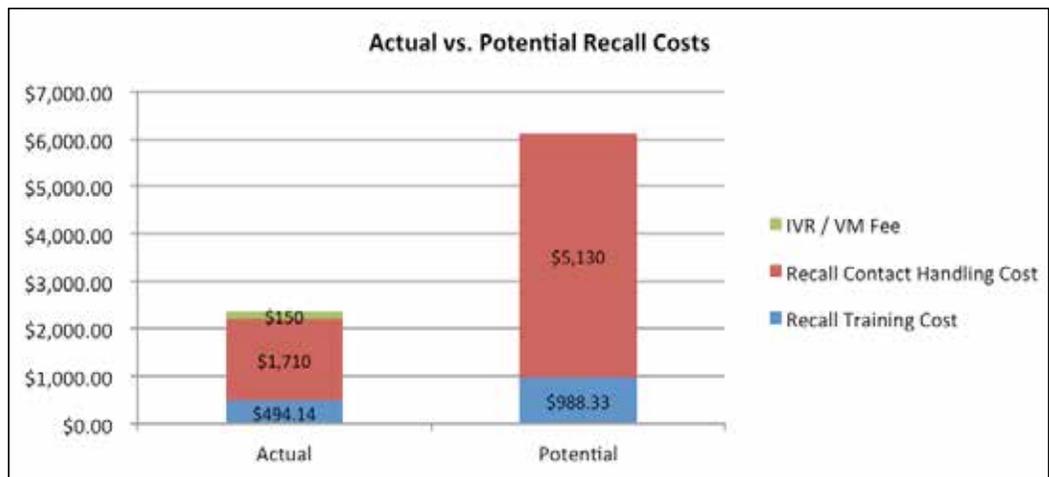
additional refresher training that was non-recall related during 1:1 weekly feedback. This resulted in no additional training costs to the client.

- **CRM Support:** In order to save valuable time during the recall inbound calls, C3i Solutions Leadership identified the minimal amount of CRM fields needed to accurately log recall contacts using the manufacturing code and text note field to ensure training and aids could be delivered prior to go live.
- **Service:** Monitored day-to-day volume of recall contacts compared to regular brand volume and adjusted staffing on a daily basis. The dedicated full-time employee would report contact voicemails logged by tracking contacts for reporting purposes.



The Results

- **Actual vs. Potential Recall Costs**



- **Quick turnaround time:** C3i Solutions was notified on 29 March, 3 p.m. The go live date was 1 April. The call floor was trained and prepped by 31 March.
- **Service metrics:** All key performance metrics were met in April since the IVR and Voicemail deflected some volume.
- **Cost-effective:** The overall contact handling bill was reduced by 46% based on the initial action plan proposed by the client.

Let us know if this is something we can do for you!

For more details, please contact CS_Marketing@hcl.com



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