



# High Visibility Product Recall With A Short Timeline



*"Our firm needed to quickly build and implement a product recall program with a skilled support team capable of handling customer inquiries and tracking results. Drake did an amazing job of creating the product best suited to our situation and provided employee training to maximize results. We appreciate their responsiveness, flexibility, professionalism, and personal attention."*

*- Client Project Member*

## Business Challenge

Drake Resource Group's client is a worldwide leader in providing data-driven solutions for recall, return, communication and retrieval services to the pharmaceutical, medical device and consumer product markets. In addition, since the Medical Waste Tracking Act of 1988, the company has managed medical waste for a wide variety of customers, helping contain costs while maintaining full compliance with regulatory conditions. This client's customers number over 300,000 and include pharmaceutical manufacturers, hospitals, blood banks, clinics and laboratories throughout the world.

One of the client's customers needed to implement a product recall program in a very short timeframe. The goal was to build a skilled customer support team who could field recall questions from customers as well as record inquiries and results.

## Solution

The client engaged Drake to design and implement software application training, phone skills training and job aids.

This solution included a new hire orientation to the Event Management System and an introduction to customer care skills required specifically for recall issues.

The client wanted to ensure that their representatives would create a positive impression with all callers. Representatives were provided with both quick steps and more detailed guidance for performing their tasks and adjusting to customers' language differences.

## Results

Drake completed the project on time and within budget. The systems and phone skills training were a success, and the customer service representatives were well prepared to effectively respond to all customers.

A significant benefit to this client was the flexible design of the job aids and customer training so that they could be easily adapted for future recall projects. Because the project had very high visibility with many dollars at stake, the client was delighted to receive timely and effective results on such a critical project. This success resulted in several more projects with this client.