



Marketpoint
RECALL



CASE STUDY: MEDICAL DEVICE I



THE SITUATION

A medical device manufacturer contacted us when a fault was identified in one of their devices. A recall was not required however, an upgrade on the device was essential to correct the problem. Upgrade packs were therefore sent to each customer who responded in order to rectify the issue.

“ IT GAVE THEM A CLEAR PICTURE ON THE SITUATION ”

THE CHALLENGE

The client needed to notify their customers and distributors as soon as possible via mail to inform them of the potential issue and explain how to respond and upgrade the device.

Marketpoint handled the whole notification process; letters were printed and mailed in 4 languages. This then generated inbound post, email and telephone responses which were all handled by our experienced response team. Inbound call centres were set up to handle responses in 8 languages across Europe. Every inbound response for an accounted for device triggered a fulfilment pack release containing all relevant equipment and guidelines in 20 languages.

To increase response, our call centre network were deployed to perform outbound calls direct to customers explaining the corrective process and capturing similar information in order to send out fulfilment packs and complete the upgrade process.



REPORTING

Our fully customizable, cloud based CRM system recorded the whole process from notification to fulfilment confirmation. Each contact record was detailed with activity including any mailing, response and fulfilment.

All reports were also generated from the system to keep the client up to date with responses by country over the different channels. Telephony reports were displayed in the system on a dashboard allowing full access to answer times, call duration etc.

RESULTS

The client was thrilled with the speed at which all communications were deployed and how end-users were taken care of. The reporting made it easy for them to see how many users had been successfully notified and how many were outstanding. It gave them a clear picture on the situation and how to manage the scope of the update going forward and gauge what further investment was required to fulfil the update.

Lines of communication were left open for 2 years to handle the remaining discussions with end-users and protect their brand promise.

If you're interested in working with us, and having your Recall handled with top support, leading technology and professionalism, please get in touch to discuss your requirements with one of our Account Managers.

[CONTACT US](#)