

Case Study - Glucose Monitor Recall

Background

Stericycle Expert Solutions helped a manufacturer of diabetes management products to get its glucose monitors out of consumers' hands as quickly as possible, as the audible alarm was potentially not sending alerts to patients. The recall affected over 1,000 units across UK, Ireland & Germany.

Solution

- 3 countries, 2 languages supported from UK contact centre
- Multi-channel communications – postal, fax, email & telephone
- Inventory, fulfilment and returns managed out of one UK location driving ease, control and efficiencies
- Pro-active telephone outbound activity
- Full and live reporting suite was provided with live details on call centre metrics, notifications, responders, fulfilment and product returns

Results

Number of Customers

1,836

Total Outbound Calls

2,236

Total Inbound Calls

702

Response Rate

87%

Pro-active telephone outbound activities drove a **19%** uplift in campaign response and increased product returns by **31%**

Key Success Factors:

- Multi-outreach campaign to achieve a high response rate
- Scalability, experience, and knowledge
- Flexibility, responsiveness, and perseverance
- A trusted partner with the recall reflexes to act quickly & effectively