

Case Study - Tablet Recall

Background

More than 100,000 units were recalled due to a lithium battery that had the potential to overheat, creating a thermal hazard. Several different versions of the tablet were sold online and in select retail locations around the world. The initial recall was limited to 10 countries, but was eventually expanded to 100, each with its own unique product return, shipping, and disposal requirements.

Solution

- Established 5 global fulfillment centers in various regions: Canada, US, UK, Japan & Holland
- Ensured compliance with specialised permitting, packaging & shipping requirements per country
- Undertook specialist handling and destruction of potentially explosive devices
- Setup phone and email support in 7 languages
- Created a dedicated website to support in 9 languages

Results

Response rate
reached in just 3 days

30%

Response rate reached in
less than 4 months

62%

Mailed over 61,000 replacement packages within 5 days of replacement product availability

Key Success Factors:

- Multi-outreach campaign to achieve a high response rate
- Rapid call centre agent recruitment
- Global capabilities
- Dedicated website