



Product Recall Services

No one can predict the future... But you can be prepared when a recall happens.

Our comprehensive product recall services include:

- ▶ State-of-the-art contact centers
- ▶ Home-based agents
- ▶ Automated call resolution solutions (IVR/Speech Recognition)
- ▶ Automated notification solutions
- ▶ Industry-leading workforce management tools
- ▶ Extensive recall training
- ▶ Compliance reporting

Our services can help facilitate recalls across a wide range of industries and products, including:

- ▶ Appliances
- ▶ Consumer Packaged Goods
- ▶ Electronics
- ▶ Automotive
- ▶ Food Products
- ▶ Pet Food
- ▶ Medicine and Vaccines
- ▶ Medical Devices
- ▶ Toys and Child Safety

In an ideal world, it would be smooth sailing for your business every day. However, as recent history has shown, product recalls **can and will happen**. Just how quickly your company reacts to minimize the impact of a product recall can have lasting effects on your customer relationships, brand equity, and most importantly your bottom line. The preparation you do now and the partner you choose will be critical for weathering the storm.

As the leading provider of customer contact solutions, West Corporation is uniquely positioned to help your company develop a program that will allow you to move quickly and effectively in the event of a product recall. We work closely with you to develop the optimum blend of services to deliver outstanding speed-to-market, superior scalability and ultimately, the best solution to meet your customer's needs.

When Experience Matters the Most...

West has extensive experience in recall situations, that's why some of the world's largest companies turn to us in their time of need.

- **Major Appliance Manufacturer:** Experienced a recall with their dishwasher division, West was able to provide both automated and agent support for 2.3 million affected units. Leveraging automation and home agents during the recall, allowed for 600% flex (up) in staffing in three days.
- **World's Largest Toy Manufacturer:** Deployed an automated and agent solution in support of 16 million recalled toys in under a week.
- **Food Manufacturer:** Supported both a frozen food and peanut butter recall with a flexible home agent solution (implemented in under 36 hours)
- **Power Tools:** Well respected commercial vacuum brand needed safety recall program for a popular garage vacuum unit.
- **Pharmaceutical:** Experience with one of the nation's top five Healthcare organizations in both prescription recall and OTC recall supply kits.

Benefits

Whether we are generating automated notifications to affected individuals or scheduling service calls, West provides your customers with a level of care that is unrivaled in the industry. At the same time our state-of-the-art infrastructure, advanced technology and high quality agents give you the confidence that your recall program is being handled efficiently and effectively.

- Blending premise and home-based agents to maximize staffing flexibility
- Leverage cutting edge technology to contain costs and maximize agent productivity
- Unparalleled quality measurements
- Brand retention, maximizing the lifetime value of your customer
- Experience with CPSC compliance and reporting



For more information, call:

888-469-1188

or visit us at www.west.com