



## Example

Our client is a manufacturer of consumer electrical appliances. A serious issue developed with a battery charger forcing a pan-European product recall. In compliance with legislation, our client posted relevant notices on their web-sites and via the media to inform consumers.

SYKES contact centre services was tasked with setting up multi-lingual agent resources to handle the anticipated influx of calls.

Automated IVR facilities deflected consumers to web-pages enabling them to register their details and set the returns process in motion without necessitating agent intervention.

SYKES Fulfilment services made available an International Freepost label for download from the web and email to consumers by agents. **Each label bore a unique customer bar-code.** The consumer posted the return and a scan alerted SYKES the same day as the return was received at the relevant in-country Post Office.

The scan confirmed a return was on its way and that auto-triggered the release of a replacement unit, which was shipped by SYKES direct to the consumer.

The faulty unit was received by SYKES, checked to validate it fell within the scheme parameters and confirmed to the system to close the case.

The faulty units were scrapped in compliance with prevailing WEEE regulations.

*"The majority of our clients have contingency plans in place to react quickly to events of this nature. SYKES is an integral part of such planning and our ability to bring resources quickly to bear and to be creative in our approach to the issue at hand is much valued by our clients".*

**Douglas Watt, Client Services Director**

Product recall programs are by definition sudden unscheduled events for any organisation. The client is often in crisis mode given the sensitivities of the situation however good contingency planning normally means a process is already in place and can be rolled out quickly.

Brand loyalty is naturally tested in such circumstances and the key initial requirement is one of speed so that consumers in possession of a product falling under the recall scheme parameters are appropriately informed and dealt with efficiently and with due care and attention at all stages of the process until resolution is achieved.

SYKES provides a key role in recall event planning for many organisations; offering a range of integrated services that can contribute to a successful recall program.

## Services Provided

- Automated IVR
- Web-Page set-up
- Issue of return packaging to consumers
- Door-step swap-out
- Pre-paid return delivery solutions
- Returns receiving
- Issue of replacements
- Diagnostic Checks
- Returns categorization

## Features

- Quality consistency & reliability
- Tailored solutions
- Scalability / Adaptability
- Cost reduction / Service enhancements