

Effective handling of increased call volume

due to product recall



PLANET HCL
A WORLD WITHIN





The client is an American luggage manufacturer and retailer

**Problem
statement /
Business challenge**



A membership warehouse club was recalling 6,000 hydration packs due to a safety concern with the buckles. All members were notified via postal mail one week prior to call in for replacement buckles. HCL Technologies was given the notification of a potential increase of 6,000 in inbound call volume.

Due to budgetary constraints, the client requested HCL Technologies operations to propose and launch a cost-conscious inbound call solution to meet the short deadline within one week; they were unsure of managing the high call volume without impacting service to the other brands.



This is great — so much lower than anyone had expected. Thank you!

- Client's Corporate Director of Customer Service

The Solution:

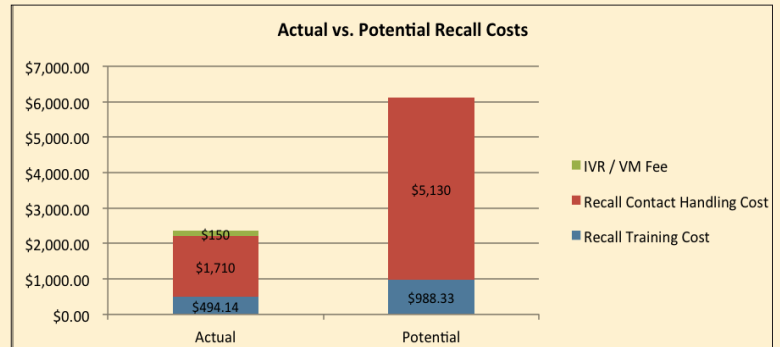
Based on the client's needs, HCL Technologies implemented the following processes to effectively launch contact support:

- **Interactive Voice Response (IVR):** A voicemail option was added to the product toll-free number in anticipation of the increase in inbound call volume. HCL Technologies suggested the development of self-service options to reduce the number of contacts. Hourly interactive voice response reports were sent out, giving the client the ability to track success rates within the IVR. Setting up the IVR eliminated the need of having extended hours of phone operations, which would have resulted in an increased amount of billable hours. An option to prioritize and report this specific call type was added during regular business hours. This also assisted with tracking and reporting for the client.
- **Labor:** The team allocated one current full-time employee to monitor volume and log consumer information from after-hours voicemails.
- **Training:** Pre-approved monthly billable training hours typically allocated for monthly refreshers were utilized to train the teams on recall replacement orders. An action plan was put in place to deliver additional refresher training that was not related to the recall during 1:1 weekly feedback. This resulted in no additional training costs to the client.
- **CRM support:** In order to save valuable time during the recall inbound calls, the leadership at HCL Technologies identified the minimal amount of CRM fields needed to accurately log recall contacts using the manufacturing code and text note field. This ensures that training and aids are delivered prior to go-live.
- **Service:** The monitored day-to-day volume of recall contacts was compared to the regular brand volume, which helped in adjusting staffing on a daily basis. The dedicated full-time employee would report contact voicemails logged by tracking contacts for reporting purposes.

Business benefits for the client



Actual vs. Potential Recall Costs



- **Quick turnaround time:** HCL Technologies was notified on 29 March, 3 p.m. The go-live date was 1 April. The call floor was trained and prepped by 31 March.
- **Service metrics:** All key performance metrics were met in April since the IVR and voicemails deflected some volume.
- **Cost-effective:** The overall contact handling bill was reduced by 46% based on the initial action plan proposed by the client.

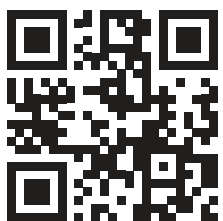
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