

# CASE STUDY: When a safety alert goes public, phones will ring.



## Customer objectives

After a public announcement about a safety alert with one of its products, a top U.S. firearms manufacturer expected a surge in incoming calls from its customers and needed a partner who could effectively manage the overflow.

## About the Client

As one of America's oldest and leading firearms manufacturers, this company produces a variety of quality shooting and hunting products for outdoor enthusiasts, as well as weapons for personal protection.

## The challenges

In 2019, the client discovered a potential malfunction with one of their firearms and immediately issued a public safety alert to its customers. Naturally, they anticipated a sudden and exponential influx of incoming calls, but understood the staffing limitations of their in-house call center. They knew they needed outside assistance.

The company chose AnswerNet because of our ability to ramp up quickly to deal with call volume spikes, as well as our multi-site solution capabilities, and previous experience with handling recalls for other well-known companies. AnswerNet was up to the challenge.

## The solution

*AnswerNet addressed this challenge with a multi-pronged approach:*

- First, **we provided call center support** by seamlessly re-directing incoming calls from the client's toll-free number to a new number set up and answered by AnswerNet. Our agents responded to questions about the alert, then directed callers to a special informational video link created by the manufacturer.
- **We also established a warm patch transfer** process to directly connect any customers with additional questions or concerns to the client's corporate office.
- Next, **we created a call queuing system** that allowed callers to self-navigate through a series of prompts for the option(s) that best-suited their needs.
- Finally, **we coordinated a pre-paid mailing label program** which allowed customers to easily return their products to the manufacturer for further inspection.

## The result

Our ability to ramp up quickly with a multi-faceted, flexible and seamless call center solution – including extra phone lines, automated services and a convenient product mail-back program – helped this manufacturer respond to concerned customers promptly, effectively and responsibly... *and with their reputation intact.*

*"AnswerNet would definitely be our first choice if we need help again. Their approach to our situation was right on target."*

*~ Firearms Mfgr. Exec*



**a** answernet

[www.answer.net](http://www.answer.net)