



ASK RESPONDS QUICKLY TO DELIVER PROFESSIONAL SUPPORT TO MEDICAL DEVICE CUSTOMERS

For more than 40 years, a leading medical device manufacturer has been changing people's lives with their products and services.

"People rely on us," says Michael Edwards, the company's Director of Service Innovation. "And we take our role very seriously."

Because of the nature of the product, when customers have an issue or need help, they expect to receive quick and courteous support. For this reason, the company's internal customer service team is highly trained on all aspects of the medical devices to quickly troubleshoot problems and deliver solutions.

When a particular legacy model was slated for retirement, the company needed to communicate with customers what the change meant and assist them with options. The fact that the campaign had to be started immediately posed an additional challenge. Pre-paid customer mailers were already printed, and time was ticking.

THE CHALLENGE:

A leading medical device manufacturer was retiring a legacy product model and needed to help customers understand their options without burdening specialized in-house support teams.

THE SOLUTION:

ASK ramped up quickly to not only take extra work off the in-house team, but also provide the kind of warm, professional support customers expect.

- › Calls handled in first two weeks = 1,100
- › Abandon rate = 2.15% average
- › ASA = 27.8 seconds
- › Wait time = 45 seconds
- › Handle time = 3 minutes

ASK DELIVERED BY RAMPING UP A PROCESS THAT NORMALLY TAKES THREE TO FOUR MONTHS IN LESS THAN 30 DAYS.

ASK trained and onboarded dedicated agents in two days and rerouted the 800 number printed on the mailers. The communication was sent, and in the first two weeks of the campaign, the ASK team handled more than 1,000 calls. This meant the company's in-house team of specialized agents didn't have to take the additional volume, while customers were served with the southern hospitality ASK is known for. "This was not an easy project," Edwards says. "Customers were understandably nervous about the change and needed reassurance as well as information."

The ASK team recommended and implemented SMS and email processes for customer follow up and handled IVR calls as well. "ASK became an immediate extension of our business," says Edwards. "They served as the professional face to our customer, not just handling calls, but also representing our brand."

ASK also delivered key KPIs, including an average abandon rate of 2.15 percent; 27-second ASA and 45-second wait time, all far above industry averages.



ACCORDING TO EDWARDS, ASK STANDS OUT FROM THE COMPETITION IN SEVERAL WAYS:

- › Expertise and experience
- › Simple pricing structure
- › Tried-and-true processes
- › 360-degree support

“*“With everything we threw at the ASK team, they remained calm, cool and collected,” Edwards says. “They were easy to work with and served as a true partner.”*”

Learn how outsourcing part of all of your customer support services to ASK can help your business.

Visit asktelemarketing.com, or call Ray Monasterski at 334.386.3458.