



# Product Recall & Scale Up Case Study

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# OUR PRODUCT RECALL & SCALE UP EXPERIENCE

Our management team have worked on a wide variety of campaigns over the last 18 years with some outstanding results. You can be sure when you partner with OneChat that [we know product recalls and peak time resourcing](#)

SITUATION

OneChat is currently working with a iconic global company in the whitegoods and kitchen space. At present we are servicing their Australian end user customers and retail stores with inbound customer service, tech and email support and x-sell.

Due to a recall of one of their major product lines worldwide we are now providing extra headcount and support for these recalls for Australia, NZ and the UK.

SOLUTION

After discussions with key stakeholders with our client, a solution was devised and a team assembled to address the high volume of additional customer interactions due to the recall.

This involved both proactive and reactive solutions to drive both inbound and outbound customer interactions as well as brand support and reputation management.

OUTCOME

## 5 DAYS

ADDITIONAL HEADCOUNT HIRED & TRAINED  
WITHIN THIS TIMEFRAME FITTING REQUIRED  
CANDIDATE PROFILE

## LIVE &

## VIDEOCHAT

ADDITIONAL TECH SOLUTIONS PROVIDED FOR  
RECALL CAMPAIGN TO REDUCE COST TO SERVE  
AND MORE COMMUNICATION CHANNELS FOR  
CUSTOMERS

During the recall period we were able to hire additional headcount fitting the candidate profile within 5 days due to our candidate database along with tech solutions including IVR diversion, livechat functionality across multiple websites worldwide as well as videochat support to provide multiple channels of communication.

# YOU'RE PRETTY IMPRESSED...WHAT'S NEXT ?

Scott Allan- Director of Sales & Partnerships answers the question **“Why OneChat?”**



*OneChat is acutely aware of and has experience in providing the right solutions in a timely and cost effective manner. Our overriding goal is to add value to our partners organisation and more importantly your customers through value added solutions that enhance the customer experience and provide positive ROI to your business.*

**Scott Allan, Director of Sales & Partnerships**

OneChat will use our expertise to provide you with the outcomes that you and your customers desire.

If you would like to learn how OneChat can take your business customer contact to the next level, feel free to get in touch via my details below.

Regards

*Scott Allan*

**Director of Sales & Partnerships**

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