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# *Technology and Recall Management*

**Third Party Administration**

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## *Third-Party Administrator*

- Work with Manufacturers and Law Firms
  - Design, Develop, Implement and Manage Recall Program
  - Notice
    - Direct Mail
    - Posters
    - Fax
  - Registration
    - Call Center
    - Database
    - Web Site
  - Remedy
    - Service Provider Networks
    - Corrective Action
    - Replacement
    - Product Refund
  - Reporting
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## *Technology Influencers*

- Implementation Time-frame
  - Consumer Database
  - Nature of Remedy
  - Customer Convenience
  - Reporting
  - Internal Procedures
  - Scalability
  - Financial
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# *Technology Impacting Recall Management*

## Consumer Notification

- Product recall web site
    - Offers manufacturer an inexpensive and quick method of alerting consumers
    - Easily modified
    - Accessible to consumers 24/7
  - e-transactions can represent a database of known customers, receptive to email notice
  - Posters can be emailed via PDF file to certain retailers
  - A scripted product safety message can be broadcast to consumers in the form of a “voice blast” announcement
  - Predictive dialing can be an effective way to maximize contact percentages when reach consumers via outbound call
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# Technology Impacting Recall Management

## Consumer Interaction and Registration

- An independent registration web site (*i.e.* [www.partrecall.com](http://www.partrecall.com)) can
    - be accessed through manufacturer's home page link or via web search engine (*i.e.* [www.google.com](http://www.google.com))
    - capture key identifiers and can be automated to inform consumers of program eligibility and remedy
  - Advances in call center IVR automation provide benefits to manufacturer and consumer:
    - Interactive FAQ menu – 24/7
    - Call qualification resource
    - Intelligent call routing and tracking
    - Minimizes cost
  - Email service packages enable contact center staff to respond quickly to consumers with client-approved messaging
  - Client-hosted consumer affairs or contact software can be accessible via web browser or VPN connection
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# *Technology Impacting Recall Management*

## Remedy

- Web site tracking systems communicate status of replacement parts shipment
- Service provider networks have become more sophisticated
  - Service dispatch handled through network notification/email
  - Real-time communications with service tech via satellite link

## Reporting

- Real time contact center updates are available via text message, email, and web browser
  - Statistical and detail reports are available via ftp site / web browser
  - Shared database available through web browser
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# *Technology Impacting Recall Management*

## Additional Technology to Consider

- Virtual Training and Certification – Customer Service Representatives
  - Bar Coding – Product Return Kit
  - Dedicated Fax Server
  - TTY – Hearing Impaired Service Option
  - Remote Quality Monitoring
  - USPS – Electronic Confirmation of Receipt
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