



Case Study - Surviving a Crisis

Imagine your call volume increasing from 100 calls a day to 1,000 calls in an hour. Our crisis began with a simple phone call which came in at 6:30 p.m. on a Thursday night. It was the kind of call you never think would ever really happen. A news item was about to be broadcast detailing the e-coli scare which had already claimed the lives of two people and infected dozens more. Spinach tainted with the e-coli bacteria had been, at the time of the outbreak, traced to several organic companies including our client, Earthbound Farm.

In response to Earthbound Farm's request for consumer affairs support to manage the crisis, Premiere Response took immediate action to mobilize our IVR, Telephony systems, our IT personnel, and our Contact Center. In record time, literally hours after receiving the call, we set up an IVR to handle the first wave of calls. The IVR was scripted, tested and live within 4 hours of the crisis call. The next morning, Friday, when the news was reported nationally, all calls were answered. All callers heard a consistent statement and were able to leave their name and address so the company could follow up with a letter and product coupons.

Also on Friday, the client elected to give callers the option to speak with live agents. Premiere Response was able to route toll free numbers to our virtual ACD within a matter of hours. Call center representatives were mobilized, trained and handling calls by Saturday morning and throughout the weekend. During the peak of the crisis, our agents were receiving 1,000 calls per hour.

Within a week we delivered over 20,000 transcribed names and addresses to the client for follow up mailings. Several smaller crises followed, all involving fresh food products and Premiere Response continued to provide information to consumers about our client's products and the safety of the food supply.

As a result of the spinach crisis, Premiere Response has given numerous talks around the country about the value of crisis planning. We routinely partner with our clients to ensure that they have the proper crisis plans in place. We have handled many crises since the spinach crisis from product recalls, major security breaches, product technical bulletins, and unexpected emergencies in client facilities.