

Empowered Agents In Action

Turning a Packaging Change Complaint into an Opportunity to Win a Customer Advocate for Life

A well-known organic baby food brand and manufacturer of squeeze pouches for babies and toddlers recently underwent a packaging refresh. When the repackaged product hit the stores, the customer service team received an expected uptick in customer contacts, but there was nothing of note that made them feel the consumer was dissatisfied with the change.



Then, one mother reached out.

She called to explain that her child, who had some challenges as a picky eater wouldn't even try the food in the new packaging, when it had previously been one of the few things she could rely upon for his nutrition.

What would the typical, or even high performing, agent do here?

He or she would likely explain the repackaging as dictated within the knowledge base, dutifully log the customer's input and keep the interaction within target KPIs. To complete the contact, they would ask the mom if there's anything else she needs help with today. They may even suggest that she can search the website for retailer locations and call them to see if they have product on hand with the previous packaging.

The empowered rep understood that this wasn't just a complaint about packaging. This was about a concerned mom's daily struggle in getting her child to get the nutrition he needs. This representative immediately raised the contact to her supervisor and because of the established two-way dialogue between the service team and the brand team, the details reached marketing quickly.

An Opportunity Was Created

Armed with this information, marketing created branded sleeves and re-printable labels featuring the former branding and sent a package to the customer. Now, this mom could hide the new packaging and continue to provide her son his favorite product. The open connection between the service team and brand marketing created an opportunity for exceptional customer care.



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Turning a Product Availability Inquiry Into an Opportunity to Promote Your Brand Values

A well-known American beverage brand known for its playful approach to packaging and consumer engagement received a customer inquiry about a recently out-of-stock beverage flavor. The customer explained that they've searched far and wide for this particular flavor but they couldn't find it and the customer wanted to purchase several cases at once.

A well-trained agent would consult the knowledge base to understand where or when the product might be available, whether it had been discontinued, or another fact that would inform the customer of the reason for the product shortage.

The empowered rep pressed further.

Why did the customer need so many cases of this flavor at once?

The grandchild of a recently passed, beloved grandfather who drank this flavor of this beverage for as long as she could remember, the customer had been searching for the product to serve at his memorial service. The service was expected to be well attended by friends, family, and the community, who knew him well.

The representative immediately raised the details of this contact to brand marketing which created an opportunity to delight this loyal customer's family and celebrate his memory. The brand quickly designed customized labels for the grandfather's favorite flavor featuring memories and facts about his life. They sent cases of the personalized product to the memorial service.

Through this exceptional gesture, the brand celebrated the grandfather's memory with his family and created an opportunity to connect with a whole new generation of customers. The brand will always be associated with kindness and generosity in their minds by going above and beyond to celebrate their beloved family member's memory.

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