



*It's those situations that seem to come out of nowhere that are the real test of your mettle. You get focused and get to work, keeping your eye on the task at hand. Whatever it takes, you just get it done.*

**Challenge** A major medical device manufacturer had an urgent need to reach patients in the wake of a voluntary product recall. Our customer was familiar with our professional nurse-staffed call center capabilities, technology and experience. Because a level of trust had already been established, they turned to ThreeWire to manage the high volume of inbound calls and serve as a first-contact for patients responding to media reports and letters from the client's corporate office.

1 888  
nurse call  
center



**Strategy** In just 48 hours, we were able to augment our staff with highly qualified call center agents, supervisors and bi-lingual agents who were organized, tactful and compassionate — and go “live.” Within that very tight timeline, we provided training and programming, custom report writing and quality testing. Initial hours of operation were 6 a.m. to 11 p.m., seven days a week, and we provided the commitment necessary to deliver a 140-call-per-hour capability. Stat.

**Results** By creating a “triage” system, ThreeWire’s professional call center relieved the client of 24,000 initial inquiries, allowing them to address their most critical concerns. We also furnished comprehensive reports (including caller response and temperament) and quality measurements, further helping our customer both manage and defuse a difficult situation.

04 CASE STUDY