



## RECALL AND REPLACEMENT

*If a product is deemed defective, be prepared with an integrated solution to manage and learn.*

Two words strike fear among millions of executives and managers: Product Recall.

### Challenges

Research shows that a product recall could happen to you. An A.T. Kearney survey of 500 companies in the consumer products market found that 25% had experienced a product recall. According to the *Harvard Business Review* reports, most recalls involved several millions of units.

Direct costs are extensive:

- Communication to intermediaries, business customers and final customers;
- Recovering, repairing or replacing the product;
- Disposing of the product; and
- Lost profits due to diminished sales.

Indirect costs are significant:

- Loss of market leadership; and
- Lost market value for public companies as reflected by falling stock price as soon as recall hits the news media.

No one has a fail-safe protection against human error. But it's good business to have a plan for dealing with recalls and product replacements.

### Solution

With Recall and Replacement, your plan is comprehensive. Here's how one global technology company and Harte-Hanks handled a recent product recall:

- Mailed 2.5 million letters to register users of popular technology
- Developed Web tools and IVR systems to validate product status and take orders
- Organized six call centers in the U.S., Europe and Asia; recruited and trained 1,800 call agents in 12 languages and supported them with 100 managers
- Set up order processing at 10 fulfillment centers worldwide
- Shipped 2.6 million replacement orders

With consolidated reporting, the client could monitor everything and achieved \$1 million in cost savings.

### INSIGHT INTO YOUR BUSINESS

Recall and Replacement from Harte-Hanks is a comprehensive, end-to-end solution that enables you to quickly, effectively and seamlessly solve customer issues at the first notice of a product recall.

### BENEFITS AT A GLANCE

#### Insight into your business

- Strategic thought leadership in the custom design of your call plan – and throughout its expansion.
- Global or domestic customer communications in any language and in every channel: print, online, call center and IVR.
- Global distribution and fulfillment capabilities that speed replacement products and help manage returns cost-effectively.
- Database and IT expertise so you can capitalize on customer and process feedback.
- The simplicity of end-to-end resources and turnkey program administration.





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### How it Works

Unlike consulting firms, Harte-Hanks delivers an integrated and global or domestic product replacement solution, implemented via worldwide distribution and fulfillment systems. Your custom plan is operational via a Web-based interface so you are on top of developments in real time, 24/7. Benefits include:

- **Strategic consulting.** It starts with a client-needs assessment, from which processes and procedures are defined, and continues for the life of your Recall and Replacement plan.
- **Customer notification.** Customers are notified in any channel, including direct mail and email. Before anything is printed or distributed, customer data is cleansed with the proprietary Harte-Hanks Global Address application to improve delivery and lower costs. Print and distribution occurs at a single location for all countries to limit international postage and optimize cost savings. Meanwhile, communication specialists help develop and execute public relations.
- **Response management.** You can count on immediate response to inquiries in any channel and any language. Recall and Replacement specialists recruit and train your call center and online agents worldwide. Meanwhile, Web and network server activity is monitored against potential attacks.
- **Online order and replacement processing.** Recall and Replacement provides a central database to track orders placed through agents, IVR and the Web. Control checks limit fraudulent orders.
- **Fulfillment/return management.** Replacement items are dispatched from distribution centers closest to the items' destinations to minimize shipping costs. Orders are fulfilled worldwide in a three-day window. At the same time, returned items are processed and catalogued.
- **IT consulting.** Harte-Hanks Recall and Replacement specialists develop your Web-based agent application, then monitor and maintain the recall Web site. Localization and translation tools are integrated so users can select preferences. Real-time address standardization is performed on all orders to improve delivery efficiency.
- **Tracking/reporting.** In addition to data consolidation from multiple channels, customer feedback about the product and any replacement is collected to help you refine product engineering.

### Next Steps

Few situations are more critical to your company's future than a product recall. With Recall and Replacement from Harte-Hanks, you can manage effectively.

**Recall and Replacement is a journey. Take the next step with Harte-Hanks.**

## ABOUT HARTE-HANKS

We know it takes more than guesswork to create direct marketing solutions that help you win, keep and grow your customer base. It takes true **insight** to understand complicated customer and marketplace data, and decipher how your customers and prospects behave. It takes people with **passion** to do whatever it takes to create innovative marketing communications that don't just break through the clutter – but break through the barriers to get response. And it takes a focus on delivering impressive, business-driving **results** to make sure you get maximum value from your direct marketing investment. It takes Harte-Hanks.



Insight. Passion. Results.

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