



Client Requirements

- Required after hours support on its drug adherence policy.
- Required the call handling team to be scalable to deal with spikes in call volume.
- Script needed to be easily updateable to tie in with press release statements.
- Critical calls needed to be easily escalated to relevant personnel.

Direct Response Solutions

- A bureau service was deployed to cope with unpredictable call volumes.
- Extend the call handling times so as to spread calls throughout the day.
- Minor press release script updates could be implemented within the same day.
- Agents trained on specific call scenarios to speed up response time.
- Management report setup to detail call outcomes on every call.

Results

- Call after hours being handled by live agents.
- Distressed callers offered clear process and next actions.
- Escalation process delivered on critical calls.
- Reassurance provided by distressed callers.

“Direct Response have been fantastic in providing us with a highly professional service to handle callers that are either distressed or emotive. These calls are not easy to deal with but the agents have always made the caller feel comfortable, come across extremely knowledgeable and most importantly have managed their expectations in line with what Grünenthal need. Its such a critical part of our business and it gives us peace of mind that it’s in such safe hands“.

Head of Pharmacovigilance.