



CASE STUDY: CUSTOMER CALL CENTER SUPPORT FOR OTC WEIGHT LOSS PRODUCT

Executive Summary

A global healthcare group and one of the largest pharmaceutical firms in the world selected Academic Network to provide consumer affairs and adverse events reporting for an FDA-approved over-the-counter weight loss product. Academic Network was selected for its extensive healthcare network, experience, and its ability to meet rigid reporting guidelines, provide multilingual services, and manage communication via phone, email, and message boards.

Challenge

The client was seeking innovative consumer support solutions for a new FDA-approved over-the-counter weight loss product. A contact center that could meet the rigid adverse event and product quality complaint reporting guidelines established by the Food and Drug Administration was essential.

Solution

Academic Network brought more than 35 years of expertise in call center outsourcing solutions, medical and healthcare communications experience, complex protocol capabilities, state-of-the-art technology, superior call handling, and quality assurance. Offering a unique combination of customer service representatives and certified healthcare professionals, Academic Network managed an unprecedented multicultural and bilingual educational effort.

Results

Academic Network provided the following:

- More than 275,000 contacts over the first nine months of the program. These consisted of phone calls, emails, and message board entries, including over 25,000 Spanish language contacts. Case details were documented per FDA-compliant protocol.
- An average of 4,500 English phone calls and 2,000 Spanish phone calls were received per month. An average of 4,000 emails, both English and Spanish, were received per month.
- 30,000 message board entries in a given month were scrutinized for adverse event reports and documented appropriately. Additional message boards not owned by the client were monitored for adverse event reports, documenting an average of 1,500 entries each month.
- Academic Network assembled more than 100 dietitians and pharmacists across the nation for a special event; four days of free telephone hotline and website support were offered to adults wanting to make weight loss their New Year's resolution.