



# CRISIS TOOLKIT

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In the United States, product recalls are more common than many people realize. Every year, hundreds of companies across various industries are forced to issue recalls, often due to safety concerns, defective products, or regulatory violations.





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# THE NUMBERS

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In 2023 alone, the U.S. Food and Drug Administration (FDA) and the Consumer Product Safety Commission (CPSC) recorded thousands of product recalls, ranging from food and beverage items to electronics, automotive parts, and household goods. These recalls span companies of all sizes, from multinational corporations to small businesses, and the consequences can be severe, both in terms of customer trust and financial impact.

The sheer number of recalls is staggering. According to CPSC data, approximately 400 product recalls are announced annually, and the FDA sees thousands of food recalls each year. The automotive industry, overseen by the National Highway Traffic Safety Administration (NHTSA), experiences its own share of recalls, with millions of cars recalled each year due to safety defects.

**4,000**

**FOOD RECALLS**

**450**

**PRODUCT RECALLS**

**1,500**

**MEDICAL DEVICE  
RECALLS**

**ANNUALLY**



# ABOUT **ACC PREMIERE**

**ACC Premiere is known in the service industry for rapidly executing battle tested customer care response protocols to brands faced with sudden recalls, media events, or other high-volume crises.**

**Across healthcare, pharmaceuticals, CPG, food and beverage, pet care and member services, we have aided countless brands in highly regulated industries to weather expected or unexpected high-volume events.**

**With decades of experience assisting customers through their most difficult challenges, we have created the best practices in the industry to not only address a crisis, but improve your customer relationships in the process.**



# 1 UNDERSTAND CRISIS

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Recalls, negative product news and other high-volume events are the absolute best time to build brand loyalty! People who care enough about your brand will contact you to tell you how they feel. Whether they are upset with what has happened or happy with your actions, those who contact you want to be heard and appreciated. This creates an opportunity to build a relationship with your consumer in a dialogue they have not only opted into but initiated. Whatever the issue, confirming the customer's voice is heard is most important. Being heard is one of the most powerful needs for a consumer.



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# 2 ADDRESS & REWARD

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Investigate and manage the issue based on what you learn. Motivate your team to understand first. Ask your customers for information related to their claims, complaints, or comments. They want you to ask. They will generally be more than happy to provide contact details, proof of purchase, photos if applicable, and state their issue in detail. This allows you to freely gather the information you need to analyze, without pretext, and your customer will feel appreciated.

While customers are motivated to share, most will also expect something in return. Be prepared to seamlessly offer a coupon, special offer, upgrade, or refund in exchange for their information.



Over-delivering with double the coupons, an offer to share with a friend, or a bonus refund will never be more recognized or appreciated by your consumer than at this moment. Be sure your contact center has the technology integrations and/or capabilities to make this offering as frictionless as possible for the consumer.

# 3 CONSISTENCY & TRANSPARENCY

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Your consumer will value this, and it will result in reduced contact volume and increased positive response. History has proven that our love for a brand, product, or service will survive an issue if we can reasonably maintain trust in that brand, product, or service. Don't let silos impact your consistency. Work hard to ensure ONE VOICE for those seeking a resolution to this issue. From your website (e-commerce or informational) to your IVR, from your social media response scripts to your corporate press releases: consistent and timely updates will remove bumps in the road and win you customer satisfaction points

When your front-line representatives have a heads up about recent news coverage, they can have a more effective resolution with customers. In fact, your well-designed high-volume event preparedness plan should take into account how to respond to a customer when one of your competitors experiences an issue that's widely publicized. And, expect your contact center to regularly bring emerging trends to your organization



# 4 MEASURE THE IMPACT

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Whether in a crisis or not, CX leaders have to break away from legacy KPIs and measure what really makes an impact on business growth. What are you measuring? Is it standard wait times? Is it the length of each contact? Is it contact resolution? Are you counting and reporting a certain amount of something? Is it coupon redemption? In a crisis, the number of contacts are important, as you'll want to report and confirm you touched as many concerned people as possible. But, does it matter if your reps talked with those people for 20 minutes or 1 minute, if their issue was resolved? Are you sticking to standard measurements that might conflict with your ability to solve a problem and provide an exceptional customer experience?

In a crisis, your service team might be dealing with people who became ill or suffered a consequence as a result of your product or service. Do they want you to provide a swift answer or a meaningful resolution to their problem? Is it something that cannot be resolved in one contact? How are you measuring customer satisfaction? How do you know whether the customer going to stay with your brand? Can a survey tell you that? Will listening to a 20- minute call give you an indication of future loyalty? Understanding and plotting the customer journey in a crisis, starting with the catalyst for contacting you, through the resolution then is crucial. It's no longer about time. It's about the experience.



# 5 HAVE AN ENDPOINT

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Take what you learned from the crisis to create a unique opportunity to address future events should they arise. Review the issue and benefits from these new insights, and report them cross-functionally to improve your collective business strategy. Be ready to move onward and upward. At some point, you need to declare that the event is over and assimilate the remaining contacts into your regular business, update your knowledge base, categorizing the event as history. It happened, it's over and it becomes part of your growth.

Product recalls are an inevitable part of doing business in many industries, but they don't have to spell disaster. Companies that proactively prepare for potential recalls by setting up a robust, responsive call center can mitigate much of the fallout. From handling high call volumes to ensuring regulatory compliance and maintaining customer trust, a contact center is a critical asset for any business facing a crisis or recall situation.

In the end, how a company manages the communication process during a recall can make the difference between losing customers and retaining them for the long term.



**ACC  
Premiere**  
Advanced **CX** Services



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# LET'S PREPARE TOGETHER

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[www.accpremiere.com](http://www.accpremiere.com)

400 Executive Blvd, Fl 1, Southington, CT 06489

