



Case Study | Call Center Services



Major manufacturer of diagnostic equipment wanted better call center support.

MDC Associates answered the call, and then some.

Call Center Services

MDC Associates recognizes that quality customer support is key in today's competitive market. Call Center services offered by MDC Associates are highly specialized. MDC has long served the medical and *in-vitro* diagnostics device industries. It now offers specialized services to the biotechnology, cosmetic, and food industries.



MDC Associates, LLC
www.mdcassoc.com

Our experience ensures your success.

This major diagnostic equipment manufacturer benefited greatly when MDC Associates answered the call.

This company is not small, but it knew that in order to improve customer service and support, it needed to seek the assistance of specialists. Not only in terms of call center services, but also in terms of technical knowledge.

The challenge this company faced was that it needed comprehensive, expert coverage. As large a firm as it is, it knew that its time and resources would be better utilized handling core business issues, and to focus on them, it would have to hand off important duties like customer service and support to a highly specialized firm.

After a thorough review of call center service providers under consideration, it awarded its contract to MDC Associates. It did so because MDC Associates demonstrated that it could fulfill all of the requirements the client had for call handling and for end user training.

In the several years since MDC Associates has taken on these crucial customer service and support duties, it has more than met the client's needs.

Call Handling Highlights

Here are just some of the reasons why this client is pleased that it chose MDC Associates for this important engagement:

- Calls are answered directly by a trained specialist with little to no wait time.
- 24/7 service available on an as-needed basis
- Calls are answered with a customized greeting to ensure transparency to the client.
- All calls are handled in accordance with client controlled procedures and policies.
- All calls and resulting data are documented in a secure, customized database, and for added assurance, all data are backed up daily.
- MDC Associates' advanced Call Center software tracks calls, and reports statistics, which help the client with market strategy and sales efforts.

Training of MDC Technical Staff

Account/Project Manager and Training Manager work together to ensure ongoing technical and customer service training to MDC's technical staff to address all required service or product changes.

- MDC Associates' training of technical staff is controlled and documented.
- Trained technicians meet defined proficiency requirements. The goals for proficiency that are met, include but are not limited to:
 - Familiarity with products
 - Customer assessment and product recommendations
 - Proper use of products
 - Knowledge of special promotions
 - Sales surveys (done upon request)
 - Customer follow-up (as needed)
- Training is so rigorous that MDC Associates' staff members do not read from scripts; they listen to the customer and respond to customer needs. This high level of training results in issues being resolved very early in the call process. And, in a client that is absolutely pleased with the decision it made to award its Call Center services contract to MDC Associates.

MDC Associates, over a quarter century of service

Call Center Services

- Technical Support
- Toll-Free Customer Service/Support Programs
- Training Programs
- Fulfillment Services: Reimbursements and Replacements
- Call Documentation
- Complaint Handling in Compliance with FDA/ISO Guidelines
- Required CLIA and Correlation Studies Services

Call Center Benefits

- In-house Medical and Technical Professionals
- CLIA Certified Training Programs
- Friendly, Courteous Staff
- Extended Hours of Operation
- 24/7 Service Available
- Transparent to Caller
- Highest Quality Service
- Specialized Services
- Foreign language service is available, including Spanish, French and others

In addition to its highly effective Call Center services, MDC Associates also offers companies other specialized services

Regulatory Guidance

MDC Associates' three-tier FDA/ISO Regulatory Consulting services offer clients expert guidance and support throughout the review process, assuring that all regulatory needs are being met.

Market Research

MDC Associates' highly targeted and reasonably priced approach to Market Research enables clients to make sense of and capitalize on the many forces at work in their ever-changing and complex markets.



Our experience
ensures your success.

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