



Case Study

Customer and Technical Support Services



Well-known manufacturer of glucose monitoring devices wanted to keep customers satisfied.

MDC Associates has a well-defined program to handle customer and technical support for glucose monitors, and other over-the-counter medical devices.

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.

MDC Associates' cost-effective call center services address both the customer and regulatory needs of clients required to work under FDA guidelines.

Companies competing in the direct-to-consumer glucose and other medical device markets understand that customers are extremely fickle. One end user complaint or concern that is not handled properly by a customer support staff member can result in the customer abandoning the product and looking elsewhere for other options.

Glucose companies working with MDC Associates know that it provides specialized and effective call center services to makers of medical devices. That is because MDC's highly trained technical staff is keenly aware of the special needs of consumers using glucose monitors and other such devices.

Manufacturers and distributors of glucose monitors, and other over-the-counter medical devices soon discover that after reviewing call center service providers, MDC Associates stands out from the rest because it meets the critical needs of both clients and consumers.

How customer calls are handled

Besides the usual call handling services such as directly taking calls from end users 24/7, clients are impressed by the fact that with MDC Associates, calls are answered promptly. The average answer time for end user queries is less than three minutes.

Equally, if not, more important, all calls are handled by highly trained and knowledgeable customer and technical specialists, and dealt with in accordance with client controlled procedures and policies. All calls and resulting data are documented in a secure, customized database, and for added assurance, backed up daily.

Better still, MDC Associates' advanced Call Center software tracks calls, and reports statistics on a monthly basis, which offer insights that help clients with their current and future market and sales strategies.

Better training results in better sales

Speaking of sales, after receiving extensive training, MDC Associates' Call Center staff members are able to field even the most complex and demanding questions from end users. Being able to resolve issues, in one phone call, provides end users with a great sense of assurance of the quality of the client's products. Best of all, this confidence has translated into helping to keep end users from switching to other brands.

There is no other provider quite like MDC Associates

When manufacturers of glucose monitors, and other over-the-counter medical devices partner with MDC Associates, a Call Center service provider with a unique and powerful combination of experience, knowledge, and staff, they can expect to realize these very real benefits as well.

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.



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