

# PROVIDING ANSWERS WHEN THEY ARE NEEDED MOST



INTERACTIVE SERVICES  
CASE STUDY

When emergency situations threaten the livelihood of populations at large, companies across the U.S. count on West's ongoing consultation to deliver timely and reliable communications to their customers.

From pharmacies to utility companies, widespread emergencies can present major threats to consumers' overall well-being. To avoid leaving customers in the dark, it's up to brands everywhere to **provide crucial communications when they need them most — before, during and after impact.**

**Before** Hurricane Matthew hit the coast of Florida and the Southeast, West partnered closely with a major retail pharmacy to ensure patients' prescription needs were met. When storm warnings came rolling in, West helped this pharmacy launch a dynamic outreach campaign just 48 hours after conception.

In less than four hours, they were able to send over **528 thousand text messages** and **865 thousand automated phone calls** rapidly notifying patients to refill prescriptions in advance of the storm, reminding them of pick up times, and providing important refill details — effectively preventing unforeseen, and potentially life-threatening situations. And when store locations closed and prescriptions moved elsewhere, the power of proactive communication helped ensure every patient knew where and when their prescriptions were available.



West helped send the following text messages and calls to the patients prior to the storm.



ABC/pharmacy: Please take care of your prescription needs before Hurricane Matthew arrives. Text "1" to refill your prescriptions now.



Hello, this is ABC/pharmacy. Beginning tomorrow morning, your primary store will be closed due to the storm. Your prescriptions have been moved and are ready for pick up at the pharmacy at 123 Main Street North. To hear this again, press 1. Good bye.



Hello, this is ABC/pharmacy. We have opened a mobile trailer for your Rx needs behind Sunnydale Middle School, located at 5355 Oak Road. You can also take care of your prescription needs at 232 Lakeview Road while the pharmacy at 6882 State Avenue remains closed. To hear this message again, press 1.



Leveraging proactive communications in emergency situations, like during severe weather, empowers pharmacies to:

- Ensure patients know how to get their prescriptions
- Enhance patient experience and outcomes
- Improve brand reputation
- Maintain and increase revenue
- Avoid increased inbound call volume
- ...and in some cases, earn great press

This same retail pharmacy had already established trust in West's ability to deliver these benefits earlier in the year when they collaborated to deliver essential information to a West Virginia community in crisis:

**During** a devastating flood in Elkview, WV, West worked with them to quickly relay information about a mobile pharmacy trailer — making it possible for patients to get needed prescriptions sooner (and more safely) — in some cases, saving lives.

Like retail pharmacies, utility companies have come to intimately understand the need for decisive action during times of significant distress, and have been using similar notifications for many years to proactively improve customer awareness and decrease inbound call volumes.



UtilityCompanyX calling with an update for your area. Hurricane Matthew has caused wide spread power outages across the state. We are conducting ongoing damage assessments while actively working to restore electric service. Some of the hardest hit areas should prepare to be without service for several days. Specific restoration times by county will be available after 7 p.m.

When Hurricane Matthew also brought community distress in the form of power outages, West partnered with a Florida utility company to provide concerned customers with **over 2.3 million outbound alerts** over five days, making sure they were kept in-the-know through the brunt of storm.

And the conversation didn't stop there.

**After** the storm subsided, this utility addressed an array of aftermath with their customers. West helped them provide closure through proactive communications that highlighted clean-up tips and schedules, reminders around residual restoration efforts, and power confirmations.

Companies in every industry understand that when disaster strikes, impact stretches well beyond a single isolated moment. **Having a partner you can rely on makes all the difference in responding to customers' functional and emotional needs across an emergency event's entire lifecycle.**

*“I've worked in some form of customer service for over 35 years and I appreciate 'excellent' customer service. It was very comforting to have West there during Matthew to guide and direct me as a novice. I also appreciated West's help walking me through the application so I could initiate a campaign myself. I was told West would take care of me and they absolutely did.”*

— Wayne L., FL Utility Company