

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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Perfect Consumer Engagement: Consumer Care Service

Video Transcript

June 10, 2014

Amy: The other day I bought some Blaze, a new “all natural” multi-vitamin to try. I went online to do some research on Blaze, but the website didn’t have any information about the ingredients. So I called consumer service. The woman on the phone wasn’t able to see my previous purchase history.

She told me she didn’t have the product information I needed, but promised to send me an email with further info. She never did. Well, I guess I’ll keep hunting for the right vitamin.

In my home design magazine, I saw an ad for a new “all natural” multi-vitamin called Blaze. But the label with the ingredients wasn’t very clear to me. I asked my husband, Don, to try and help me out.

Don: I think it says dyno- myloplides?

Amy: I’m talking to Marie at Consumer Service Hotline. She was able to access all of my previous purchase history on their database and see what I had tried in the past. Marie showed me where on the site to locate the Blaze ingredient information - as well as frequently asked questions that answered a lot of the things I was wondering about. I wish Don had that feature.

Don: I can hear you.

Amy: The vitamins I bought do have a few of the ingredients that I'm sensitive to. Marie told me to send it back and helped me find a different Oltiva product that is so much better suited. They're sending me a free voucher for my time and trouble!

Plus, I was able to register to track my shipment. The new vitamins arrived right when they said they would. I went online and used the free voucher to buy some pro-biotic products I've been hearing about. I'm also in the market for a vitamin that'll get Don off the couch to exercise with me.

Don: I am exercising! I'm watching golf and I'm reading about golf. That's cross-training.