



When Every Call Counts: AI-Driven Rapid Response

Meeting a recall surge in
48 hours with precision
and empathy

When Every Call Counts

Protecting Trust Through Tech-Enabled, Human-Centered Care

CHALLENGE

A leading supplement brand known for its commitment to product quality and customer trust faced a large-scale recall that impacted thousands of customers. With call volume surging by more than 2,000 contacts a day, Five Star needed to move fast to deliver accurate information, consistent care, and calm in the middle of chaos.

SOLUTION

Five Star combined AI innovation and people-first leadership to scale support in days, delivering speed, accuracy, and calm under pressure.

- **Activated AI hiring** to recruit surge staff 80% faster.
- **Accelerated training** through AI simulations.
- **Deployed digital agents** to deflect FAQs and routine calls.
- **Directed recall calls** to trained specialists for consistency.
- **Enabled real-time Agent Assist** to guide live interactions.
- **Built a dynamic knowledge base** for quick responses.
- **Optimized staffing** with AI-powered workforce management.
- **Empowered agents** to focus on empathy and reassurance.

RESULTS

Five Star scaled operations to manage more than 2,000 additional customer contacts each day. AI tools accelerated hiring and training, while digital agents and intelligent routing helped maintain consistency and speed. Across three weeks, every interaction reflected accuracy, empathy, and the client's commitment to quality—protecting brand trust during a critical moment.

MEASURABLE IMPACT

48 Hours

Rapid operational deployment

Five Star stood up AI-enabled recall support within 48 hours, ensuring immediate, uninterrupted customer response.

+2,000 / Day

Total additional calls handled

AI-driven routing and Agent Assist technology enabled faster, more accurate responses under pressure.

↑40%

Faster agent training completion

As a result of adult learning models + AI-simulated training.

50%

Recall volume handled by digital agents

Freeing live agents for complex calls.

100%

Consistency across recall communications

Powered by JUX knowledge base, scripted interactions, and AI guidance, for accuracy and seamless escalation when needed.

BE READY WHEN EVERY CALL COUNTS

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Five Star Solutions helps businesses deliver exceptional customer experiences through outsourced service, automation, and AI-driven innovation.