



# Always ready.

When communication is crucial and time is of the essence, Rust Response is ready to meet your needs.

Rust Response helps clients respond to data breaches, product recalls and urgent or complex communication scenarios. We offer the fast, flexible, project-based services that clients need most for customer outreach and response, such as call centers, websites, forms processing and print-and-mail services.

When major or unexpected events occur, we help our clients respond with professionalism, seamless fulfillment, empathy and dependability. Our speed and flexibility ensure that your customers' questions and needs are met in the midst of challenging circumstances.

Clients choose Rust because of our 30 years of proven experience, unlimited staffing capacity and creative responsiveness. When communication is crucial and time is of the essence, Rust Response is ready to meet your needs. Rust Response can be a seamless component of your incident response plan.

# How will you respond when crisis strikes?

Rust Response handles clients' issues like they are our own.

## Rapid ramp up means your customers' needs are met faster.

With Rust, a call center team can be established within just hours after your initial call to us. Our project management team provides hourly updates on usage and performance metrics based on your situation. We can respond to the changing needs of a specific incident including aspects of notification, call center, and web site. For print-and-mail efforts, our in-house capabilities and strong external vendor relationships allow us to deliver quickly.

## Flexible services delivered on demand.

Our services are available on demand—either in lieu of or as a supplement to an organization's existing capabilities. We provide resources that enhance customer service and reduce disruption to operations. To rapidly meet clients' needs, Rust can expand capacity in key service areas. Our experience includes projects involving 1.5 million calls answered, 17 million notices printed and mailed, 3.5 million claims processed, and more than 5 million pieces of merchandise distributed.

## Experience and dependability you can trust.

We aim to exceed expectations and deliver quality results with no surprises. Our call centers in Minneapolis and Faribault, Minnesota, are staffed by experienced, competent, background-checked customer service representatives who routinely handle sensitive information. Our rigid security systems often exceed industry standards for data security and have been tested by Fortune 500 companies. We are accredited under the Federal Information Security Management Act and undergo an annual SAS70 Type II audit. In our 30 years of experience, Rust has served leading corporations, government agencies and law firms.

From planning to response,  
Rust is ready.

### ▲ Incident Response Planning

Avoid downtime and administrative hurdles by including Rust Response in your incident response plans. Rust Response offers a master services agreement that allows us to be ready to support your organization as events create needs for crisis communication and timely response.

- Up-front planning and contract management leading to a master services agreement
- Best practices in response communication
- Flexibility in service design and delivery
- Rapid ramp up and delivery of service

### ▲ Proactive Client Service

Experienced principal consultants and dedicated project managers are your primary points of contact from incident through response. We deliver personalized service with communication intervals that are appropriate for your needs. You will receive regular reports (as frequently as necessary), to help you understand which customers are asking for what, how customers are responding to specific issues and needs, and how our interaction is being handled. We will help you stay informed of next steps and responsibilities, and provide expert advice to avoid potential problems.

- Dedicated client service teams
- Seasoned teams with experience in security breaches, product recalls and major announcements
- Specialized, direct and relevant knowledge and experience

## ▲ Call Center

Calls are answered by on-site customer service representatives trained on the details of your situation, routed through our customized Interactive Voice Response (IVR) systems, or handled through a combination of the two. Our in-house, 500 seat call center is managed by full-time, on-site staff trained to understand your specific needs. Your customers receive quality service from experienced customer service representatives (CSRs) who consistently and professionally deliver the correct information.

- 24/7 accessibility
- Toll-free IVR system
- TTY for the hearing-impaired
- Foreign language services
- Quality control systems

## ▲ Notification

Partner with the leaders in customized and cost-effective direct and media-based notice. We offer all types of notice to meet individual project needs and budgets. We manage direct mail, email and media-based notice programs and work with our clients on methods that produce the best cost efficiency. We have internal notice printing and mailing capabilities and long-standing relationships with trusted vendors to provide unlimited capacity. Our in-house design specialists, proofreaders, plain language experts and paid media program designers ensure that your notice catches customers' attention and is clear and understandable.

- Media-based notice (online, newspaper, radio, television)
- Direct mail notice
- Email notice
- Forms design and printing
- Media campaign design and implementation
- Customized forms

## ▲ Data Management

Our technical experts ensure that your customer information is accurate and well structured to facilitate efficient notification and management of contacts with customers. Our experts provide guidance on the most efficient and cost-effective methods for securely handling your data.

- Affected customer identification and location
- Database design and management
- Forensic data extraction
- Manipulation of diverse types of files, formats and layouts (normalization)
- Consolidation of multiple records into one master list
- Removal of duplicate records
- Custom data processing
- Mailing list formatting
- Address locator services

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## ▲ Forms Processing

Whether handling paper or electronic forms, we have the systems and experience to effectively manage the entire process. Rust has pioneered processing methods and procedures to provide cost-effective, efficient and accurate forms processing. Our experienced in-house team provides quality and consistency in delivery. Our proprietary application provides flexible, on-demand reporting.

- Electronic forms submission and processing
- Web site design, maintenance and hosting
- Document scanning and OCR

# Be ready.

For assistance with your incident response planning, expert advice on innovation and cost-efficient communication strategies, partner with Rust Response.

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