

Meeting Consumer Expectations in a Changing Global Environment

Are you prepared for
the unexpected



Expectations for session

I HAVE NO IDEA
WHAT'S GOING
TO HAPPEN.

AND I LOVE IT.



Introduction:




Who am I ?

Who is Danone Nutricia Ltd?




Objective:




Are you doing enough in your organisation?


Are you prepared for the Unexpected?






- **Case Study 1:**
Escalation –
When its not Business as Usual
- **Case Study 2:**
Unplanned events – A Warrant of Fitness for your business.
- **Case Study 3:**
Complaints and Social Media





Escalation
When its not Business as Usual

Are you prepared for the Unexpected ?




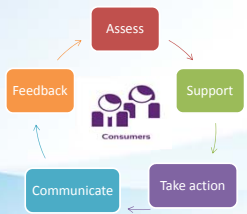
Shortage on Retail Shelves in Australia in Grocery and Pharmacies.



THE nation's biggest selling baby formula is in short supply again with desperate parents forced to visit multiple supermarkets and pharmacies to feed their babies.





Understand the impact on the consumer



Assess

Understand what impact is on consumer

Understand the impact on the business



Support




Create a Cross-functional Team

Assign Roles and Responsibilities




Take action




Development and Implement Action Plan

Develop an Escalation (Trigger) model



Escalation (Trigger) model

| Activation Trigger | Measures | Consumer complaints & (Social) media attention | Level |
|--------------------|----------|--|-------|
| | | Noise about the issue on Social Media No of complaints received | |
| | | | |
| | | | |
| | | | |



Communicate

Create a communication plan

Type of communication

- Internal vs External
- Proactive vs Reactive
- Across what channels

Communicate

What and when

- Determined by the Trigger Model
- Recommendation by the team
- Q & A

Feedback

Regularly review and debrief ensures control of situation

Scenario Exercise
20 mins



Take the scenario that you have been given work in groups (tables)
Create a Trigger Model and Communication Plan



Escalation (Trigger) model

| Activation Trigger | Measures | Consumer complaints & (Social) media attention | Level |
|--------------------|----------|--|--------|
| | | | Green |
| | | | Yellow |
| | | | Red |
| | | | Black |













Exercise: 10 mins

Take the scenario that you have and in groups (tables) discuss what would you do if faced with this situation.
Prepared to share



Warranty of Fitness (3 P's)





Plan

Create a X-functional team
Assign roles and responsibilities



Develop criteria for escalation

Process – what are the things needed
- Legal / Authorities / Insurance




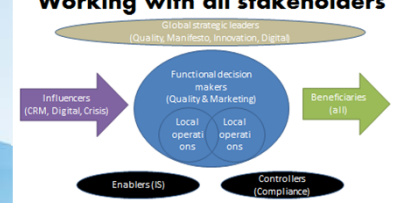
Preparation

- Key contact list and after hours numbers
- Create templates – Recording Log Book
- Stakeholder mapping




Stake Holder Map

Working with all stakeholders

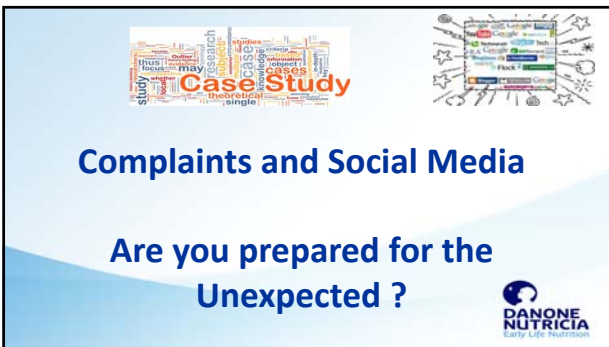


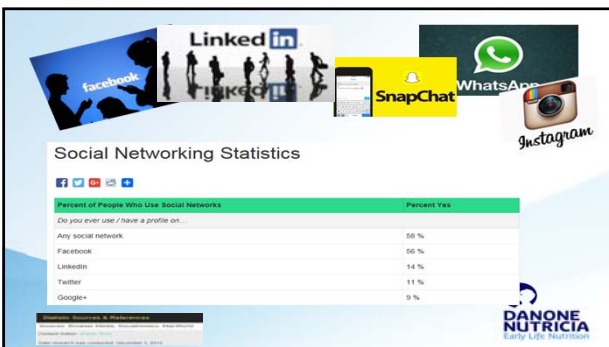
Practice

- Training and practice scenarios
- Review and critique
- Conduct Audit annually











| Largest Socials Networks in the World by Number of Users | Number of Users |
|--|-----------------|
| Facebook | 1,374,000,000 |
| QZone | 635,000,000 |
| Google+ | 347,000,000 |
| LinkedIn | 336,000,000 |
| Instagram | 302,000,000 |
| Twitter | 289,000,000 |
| Tumblr | 237,000,000 |
| Sina Weibo | 162,000,000 |
| Snapchat | 113,000,000 |
| Pinterest | 73,500,000 |

Statista: Statistics & Infographics
Sources: Statista, Statista, Statista, Statista, Statista
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| Top Reasons for Using Social Networking Sites | Percent Yes |
|---|-------------|
| Percent who said the following was a MAJOR reason for using social networking sites | |
| Staying in touch with current friends | 67 % |
| Staying in touch with family members | 64 % |
| Connecting with old friends you've lost touch with | 50 % |
| Connecting with others with shared hobbies or interests | 14 % |
| Making new friends | 9 % |
| Reading comments by celebrities, athletes or politicians | 5 % |
| Finding potential romantic or dating partners | 3 % |

Statista: Statistics & Infographics
Sources: Statista, Statista, Statista, Statista, Statista
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Exercise: 5 mins



Discuss in your tables where you have seen / experienced a complaint situation that has played out on social media and how it has been handled?

Share back in group



**Potential Risks
(Discussion)**



Damage to company and brand reputation
Damage to individuals reputation



**Management of Complaints
on Social Media - Guidelines**



- Create a team with experience in Social Media to manage Interactions
- Get a Budget
 - Monitoring of channels
 - Free tools available online to use



**Management of Complaints
on Social Media - Guidelines**



- Measure Response Times
 - May have different response time depending on the channel
- Develop Communication Framework
 - Tone of voice - Empathetic
 - Private messaging where possible
 - Close out back on public post





