

Crisis Management

In the food industry, product complaints are not unusual. Councils and GSUSA expect a certain number of product complaints every year. These include, for example, reports that the product does not taste right or was found damaged when the package or can was opened. Occasionally, there are reports of foreign objects in the product. Containment - confining a difficult incident to the situation and the locale in which it took place - is the key to the successful resolution of product complaints.

- Immediately notify your Service Unit Fall Product Chair (SUFPC) of any irregularities with the product or other situation to ascertain a course of action - whether an exchange of product or a refund is appropriate.
- Complete a *Product Incident Report*, found at www.girlscoutsla.org.
- Any and all media contact must be handled by GSGLA. Do not respond to media questions or inquiries, but simply refer them back to GSGLA at 213-213-0123.
- Contact the Customer Care hotline at 213-213-0123 for guidance as needed.

Incidents must be reported in writing, even if you have talked to GSGLA. Please find the *Product Incident Report form* on GSGLA's website at www.girlscoutsla.org.