



## CHALLENGE

With a large product portfolio and multiple channels of distribution, P&G faced a complex situation when issuing recall notifications.

## SOLUTION

With the Rapid Recall Exchange service, P&G is able to communicate a "single version of the truth" about product recalls to all trading partners.

## BENEFITS

- Simplifies the recall notification process, improves accuracy and speed of communication to retailers.
- Provides a single, consistent recall notification to all.
- Pinpoints which customers should be contacted based on the product impacted; tracks who received and opened the notification - and when.
- Ensures the notification is sent to the right person since contact information is maintained by the retailers themselves.
- Drives clarity about recalled products; the recall form includes product details as well as handling and financial settlement instructions.

## Procter & Gamble A Single Version of the Truth

### A Worldwide Company

Retailers are very familiar with Procter & Gamble. Chances are that Procter & Gamble (P&G) is one of the best-known companies in the world. With its expansive product portfolio and far-reaching channels of distribution, it's hard to find someone who hasn't used a P&G product at some point in his or her life.

The company's long-term success is driven by multiple factors – one major contributor being consumer trust and loyalty.

Market Logistics Leader Daniel Triot shares his perspective, *"Doing the right thing is one of P&G's core values. While product recalls are something we strive to avoid, and take very seriously, in the unlikely event they do happen, we are ready."*

Recall notifications to the web of P&G channels – specifically its retailers and wholesalers – could present a complex challenge for Triot. Yet, with the Rapid Recall Exchange™ service, this insightful leader reports he has simplified the process by communicating one recall message to many.

*"We're excited about the Rapid Recall Exchange service since it gives us a tool for communicating a single version of the*

*truth,"* explains Triot. *"It allows us to deliver one, consistent message to all retailers, regardless of the product category or marketplace they play in."*

Rapid Recall Exchange is an online service that allows manufacturers to send an e-mail message to their retailers 24/7, alerting them about a product recall or withdrawal. The service was commissioned by the Food Marketing Institute (FMI) Associate Member Advisory Board and developed by GS1 US™ in collaboration with FMI and the Grocery Manufacturers Association (GMA) as part of their commitment to enhanced food and product safety. Rapid Recall Exchange is also endorsed by the National Grocers Association.

While P&G uses other communications tools, including news releases, customer letters and direct contact through its sales organization, the company has adopted the Rapid Recall Exchange service to complement its product recall steps.

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*Daniel Triot, Market Logistics Leader,  
North America Market Strategy & Scale*





And Triot is anxious for others to join. "The sooner additional retail partners and manufacturers join Rapid Recall Exchange, the sooner it will build critical mass and keep improving the value of the tool. This will significantly contribute to streamlining the recall notification process for us and our retail partners," says Triot.

### A Positive Experience

Triot has quickly integrated the Rapid Recall Exchange service into the P&G best-practice recall process. Critical initial steps included creating awareness of the tool within the respective business units and training the personnel potentially involved in the recall process. P&G trained more than just one or two people. When multiple people know the tool, they can benefit by collaborating.

*"I believe training – initial and ongoing training – is very important. We have ensured that the right individuals in our organization are very familiar with the process,"* explains Triot. *"The tool is user-friendly, yet I believe training has helped us leverage it to the fullest for maximum benefits."*

Initial experiences with the Rapid Recall Exchange service are positive for P&G. Here is a summary of ways Rapid Recall Exchange is making a difference for Triot, his team and P&G.

Rapid Recall Exchange allows P&G to deliver one consistent message to many trading partners at the same time. It reduces the risk of communication errors since the recall message goes directly to retailers and wholesalers. A highly useful feature: The service provides a test environment where mock recalls can be conducted by manufacturers in advance of a real recall.

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*Daniel Triot, Market Logistics Leader, North America Market Strategy & Scale*

With Rapid Recall Exchange, P&G can select which customers should be contacted based on the product impacted. It also tracks who received and opened the notification - and when via the Rapid Recall Exchange audit report. With this feature, P&G knows whether a follow-up or reminder is necessary. *"We can quickly share any notification updates with our sales or logistics organizations for immediate action,"* says Triot.

Rapid Recall Exchange gives P&G up-to-date retailer contact points for communicating via its two-way messaging capability by including contacts' phone numbers and e-mail addresses. And it helps P&G keep internal contacts up-to-date and in one place.

Rapid Recall Exchange drives clarity about products being recalled. The recall form includes a comprehensive list of data: the reason for the recall, product details such as specifications and photographs, and handling and financial settlement instructions. *"It is a one-stop source of data that definitely reduces the need for numerous follow-up e-mails or phone calls to clarify the information provided by the manufacturers,"* explains Triot.

With Rapid Recall Exchange, P&G can send its retailers the FDA Individual Case Safety Report numbers, if necessary. It can also send specific information to a retailer via a targeted attachment. *"It is a good tool for communicating additional information, when required,"* advises Triot.

### A Perfect Fit

Rapid Recall Exchange is expected to contribute to P&G's continuing efforts to enhance and simplify its best practices. As Triot considers the company's successful use of the Rapid Recall Exchange, he distills his experience to report:

1. Where speed and accuracy of notifications is needed, the Rapid Recall Exchange is an effective tool to communicate a consistent message to customers.
2. Internal awareness and training on the use of the tool by both manufacturers and retailers are critical elements for its effectiveness.
3. Higher participation from both manufacturers and retailers is essential for the Rapid Recall Exchange service to reach critical mass and achieve its high-value potential.

Triot adds, *"I strongly encourage anyone thinking about Rapid Recall Exchange to sign up and do so right away. Help make this tool a valuable asset for us all."*

P&G participation in the Rapid Recall Exchange service perfectly fits the company's "doing the right thing" core value. It provides a single version of the truth for the benefit of the company, its trading partners, consumers and associates.

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*Daniel Triot, Market Logistics Leader, North America Market Strategy & Scale*

### CONTACT US

For more information about the Rapid Recall Exchange, contact us at +1 937.610.4233 or visit [www.rapidrecallexchange.org](http://www.rapidrecallexchange.org) and [www.GS1US.org](http://www.GS1US.org).

