

# Recalls Require Fast & Accurate Responses



## Government Agencies Want Results, Not Excuses

When the Food and Drug Administration (FDA) determined the presence of dangerous bacteria in food products, the agency ordered that the products be pulled from store shelves immediately.

When RMX received the urgent assignment late on a Friday evening, the company went to work quickly assembling, instructing, and communicating with their workforce. By Sunday, RMX staff were deployed at sites across the country and, within 10 days, shelves at more than 18,000 retail sites had been cleared.

## Responding to Challenge

Because of its urgency and rapidly developing scope, the recall project would have been impossible to manage with phone calls and faxes. By connecting with its workforce through the web-based NaturalInsight solution, RMX enabled its workers to accept specific store assignments, log in with activity reports and respond to real-time planning changes as needed, while allowing the FDA to easily monitor the situation.

“The FDA needs to know a company is taking a recall seriously,” explained Terri Stover, business development manager at RMX. “If the FDA is getting daily reports showing that you called on thousands of stores that day, they know you have taken it seriously.”

## Solving Problems in Real Time

A product recall, especially when it involves a potentially dangerous food item, requires swift workforce mobilization, in as close to real time as possible.

The list of stores that required visits was quickly identified and within hours the majority of the stores were scheduled for product removal. However, by mid-week, a situation had evolved, with a significant number of stores being added and audited — all at the same time. Formatted reports were created and made available immediately, providing both RMX’s client and the FDA with the ability to read specified data on any given store at any given time, searchable by store chain, date of the RMX worker’s visit, and other progress evaluators.

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## Keys to Success

This kind of rapid response and precision would have been impossible without NaturalInsight's ability to empower the workforce to accept and complete jobs; allowing the job administrator to make and communicate necessary changes; and delivering up-to-the-minute reports that were easy to read and access. Here's how it worked:

1. **Scheduling:** When the recall assignments showed up on their dashboards, RMX workers could immediately sign up based on a first-come, first-served basis. The system also pulled from a hierarchical list of stores, based on industry coding, to ensure timely and prioritized scheduling. This is particularly significant when a store list grows from a few select locations to more than 18,000 within a matter of days.
2. **Surveys:** RMX worked with their client and the FDA to construct detailed, specific directives for the fastest and safest response possible. In addition, faxed back-up copies of the workers' handwritten sheets were recorded via a special bar code on each sheet — which automatically allowed for recognition, organization and storage.
3. **Alerts:** RMX pushed out alerts for scheduling, instructional and other changes, which occurred frequently

as locations were added and FDA mandates evolved. For example, if RMX determined that too many stores were slated for one given day, they were able to push out staff request changes to prevent overload.

4. **Reporting:** In many other recall cases, the FDA had not been able to easily monitor progress. However, RMX was able to provide the FDA with real-time information that demonstrated a record level of compliance. In addition, both RMX's client and the FDA had the ability to format recall data based on their specific requirements and reports were easy to transfer and store.

## Results: Audited Success

Despite a rapidly-evolving situation and considerable logistical challenges, utilizing NaturalInsight, RMX managed to instruct and deploy a virtual army of workers across the country. RMX's client not only complied fully with the FDA's recall directives, but also gave the administration the unprecedented ability to monitor progress immediately.

"At the end of the project, RMX delivered two disks that had the electronic version of every single work verification form," explained Terri Stover. "It was nice, neat and clean — not 18,561 pieces of paper. This recall project is a great example of how powerful NaturalInsight is."