



Food Manufacture

# Complaint Handling and Product Withdrawal

## Lesson 1

Become competent in complaint handling and product withdrawal/recall in a food manufacture environment by completing this course.

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# Learning Objectives

- State the key qualities of a complaint handler
- List the job roles of a complaint handler
- Explain how the complaints department functions in a food factory
- Identify the types of complaints received in a food factory







# Learning Objectives

- Describe the managing incidents and potential emergency situations procedure
- Understand the product withdrawal and recall procedure
- Explain the function of the product withdrawal and recall procedure
- Identify the steps in a root cause analysis





# Learning Objectives

- Summarise the purpose of a root cause analysis
- Describe the role of traceability during a product withdrawal and recall
- Identify key people to be notified when a product is withdrawn or recalled
- Recognise the different financial implications of product withdrawal and recall on a food factory





A food factory will have a complaints department where all issues regarding the products and business are received, dealt with and recorded.







A good complaint handling employee has specific key qualities which help to satisfy the customer whilst having the factories best interests at heart.





## Key qualities of a complaint handler are:

- Listen carefully
- Show empathy
- Decisive
- Know when to be flexible or firm
- Identify and evaluate problems
- Identify solutions
- Good communication skills
- Hold a professional manner
- Be friendly and approachable



Complaints may be received in a number of ways for example on the telephone, via email, in person or a letter in the post







The complaint can come direct from a consumer, from an authority or from another business e.g. store of café selling the product. The complaint may be received second hand from a store selling the product.





Complaints may be received about the product or about the business. Specific business complaints may be the odour or noise from the factory building. Staff representing the business may be the cause of the complaint e.g. driving a company vehicle inconsiderately.







There are lot's of complaints that could be made about the product for example undercooked, burnt, wrong size, wrong quantity, wrong product, foreign body contamination, cases of food poisoning or food borne disease, meat, vegetable and allergen segregation issues.







The local authority may receive several complaints of food contamination or food borne disease and suspect the source of the problem to be a food factory. The local authority will carry out their own investigation onsite to determine the cause or if misconduct took place. An environmental health officer (EHO) is usually the person who carries out the investigation.





## **There are 10 key actions for handling a complaint:**

1. Thank the customer for complaining
2. Put yourself in the customer's place
3. Confirm that the customer has a valid point
4. Collect all the facts
5. Correct the mistake
6. Make sure a lesson is learnt from every complaint
7. Reduce the reasons for complaints
8. Always respond to complaints
9. Listen to staff
10. Make sure you lead by example



**All complaints  
are be recorded,  
investigated and  
results of the  
investigation  
recorded**







**There is a clear process for customers to raise a complaint about a product this is usually via the contact information on product labels**



Complaints will be handled by appropriate trained staff to make sure the severity of the complaint is assessed correctly





**Actions will be appropriate to the severity of the complaint, so for a serious issue or a widespread problem a rapid response should be expected**





A timeframe for complaint responses will be set and feedback should be given to the complainant when they provide their contact details

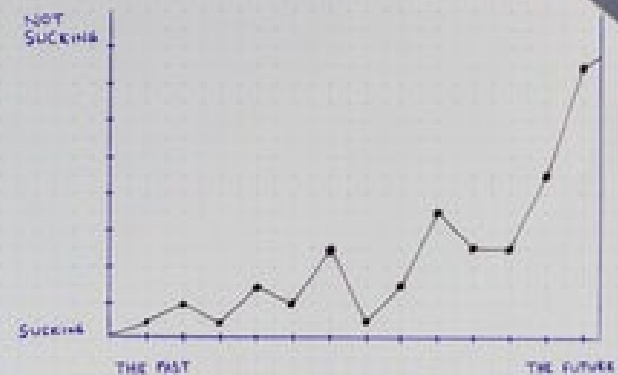


**The complainant  
may be offered  
some form of  
compensation for  
example a  
voucher or  
replacement  
product**





The complaint data will be analysed to assess if there are any significant trends. The root cause of the complaint can be determined and improvements made





# Revision Activity 1

**List three complaints that could be made about a product?**