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| AMBER - Crisis & Incident Alert - AMBER |
| **Category of Incident** , (bad condition, rotten product...) |
| **Date of Incident** : Date |
| **Products Affected** : Product name |
| **Contact lead** : CIM Coordinator |
| Details of the issue |
| Customer rejection and return of Company name product based on consumer complaints around issue.  (e.g.) *Product is isolated to single customer who have returned a volume, withdrawn product under batch code from shelves and are requesting assurance over product quality, replacement stock and assurance of approved and continued supply. Negative consumer reporting on social media and new channel customer concerned over quality and delivery schedules.* |
| Actions taken |
| Amber CIM Team met and defined properties and actions.  Severity assessed  Traced affected product and validated *no human safety risks/human safety risks from consumption* (stock details at appendix A)*.*  Validated complaints and identify cause. **Quality checked and problem identified, issue source. *Product result (e.g. drinks flat)*.**  Separated stock and held *Company name* shipping. (new channel product not affected and cleared by Quality team)  Quantify affected stock and identify available stocks for product **(table below in Appendix A)** |
| Follow up |
| What to do with rejected and returned stock Define plan and or options for replacement stock Decide on hold product  Assess impact on wider production and consumers and plan for increased production.  Provide consumer and customer re assurance. |

APPENDIX A

