



Case Study: Fontaine Santé
Teaching How to Overcome a Crisis

1. STATUS

After detecting the possible presence of Listeria in their products, the Montreal-based food provider recalled the potentially issued produce. There were no cases of people showing symptoms of illness and in the end the company was in a win-win situation. Its customers became even more loyal. Fontaine Santé taught us a great lesson on how to properly deal with a crisis situation.



2. ISSUES

In the food industry sector situations like this can occur. It's not uncommon to face a similar issue especially if you are one of the top salad providers in North America. The fact that the company managed to identify the bacteria in its products and withdraw it from the market so quickly shows their high level of communication and excellent crisis management at work.

3. ACTIONS

Fontaine Santé officially announced the potential issue in its production and addressed the following actions to prevent the potential health risk of many of its clients, reassuring nobody has been affected. Another great appreciation from Fontaine Santé's customers was due to the fact that the giant offered to compensate its customers, also providing them with direct contact for more information.

Internal communication: recalling all the potentially harmed production in literally no time

External: television, press releases, social media statements, blog posts and direct contact for information. No way a Fontaine Santé's customer to miss the occurred situation.

4. LESSONS LEARNED

It is important to be prepared for a crisis. BEYOO ONLINE can help you put in place a strong risk and crisis management strategy. We know some the important steps one needs to undertake in crisis situations:

✓ **Always put your customers first**

Taking care of your clients is the best way to show them your professionalism and excellence. In the Fontaine Santé's they were focused on ensuring the health of their customers. Another great way to show appreciation to your customers is through engaging in different social causes.

✓ **Speed reaction**

You don't need to be as fast as Usain Bolt, but it would definitely help to be as quick as possible in reacting if you find yourself in the middle of a crisis.

✓ **Source of information**

It is vital to be a direct source of information to your clients at any given time during a crisis. Make sure your customers reach YOU for any questions or concerns they might have.

✓ **Spread the news**

When it comes to people's health it is even more essential that the news of the contamination is spread fast in order to minimize any potential illnesses. Do a press conference, issue a press releases to medias and activate your social media profiles, so the information can get to as many of your customers as possible.

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BEYOO ONLINE ['bi: 'ju]: The process of joining two or more things together to form one entity...Be yourself!