

# GOURMET FOODS

*The craft of making  
behind the art of serving*

# International Production and Processing Expo 2020

## Best Practices for Investigating Customer Complaints

Abelardo Rodriguez  
Director of Quality Assurance  
Gourmet Foods, LLC

# You Received A Complaint

- The Complaint



- Initiate Investigation



# Must Have a Procedure in Place

- Who is in charge of Handling Customer Complaints
- Complaint Team Members
  - QA Manager, Plant Manager, R&D Manager, Customer Service, Sales
  - Production Staff: Supervisors, Leads, Maintenance, Sanitation
- Resources
  - Regulatory
  - Consultants
  - Laboratory
- How should the details of the complaint be communicated
  - Customer Service, Sales Team
- How should the details of the complaint be documented

# Get the Facts!

- What is the complaint
- Lot number or batch implicated
- Quantity Implicated
- Retail or Further Processor
- Quality vs. Food Safety

# Your Findings And Plant Documentation

- Facts are gathered
- Review Internal Documents
- Critical Control Documents
- Maintenance Records
- Micro Testing: Environmental and Food
- GMP Inspections
- Pre-Operational Inspection
- Sensory Evaluations
- Old / Recent Complaints
  - Systemic or Isolated?

# Inform Your Employees





# Your Internal Resources





# External Resources

- Microbiology Laboratory
- Chemical Laboratory
  - Chemical Analysis
  - Metal Identification
- North American Meat Institute
  - Ask FSIS

# Your Goal – Corrective Action

- You've gathered the facts
  - Now you need to find the Root Cause
- Find the Root Cause
  - Ask why 5 Time
- Possible Sources of Root Cause
  - Processing Error
  - Formulation Error
  - GMP Error
  - Machine Failure
  - Ingredient Failure
  - Lack of Procedure
- Implement a Corrective Action

# Corrective Action

- With the acquired facts from the investigation, identify the Root Cause and implement a Corrective Action



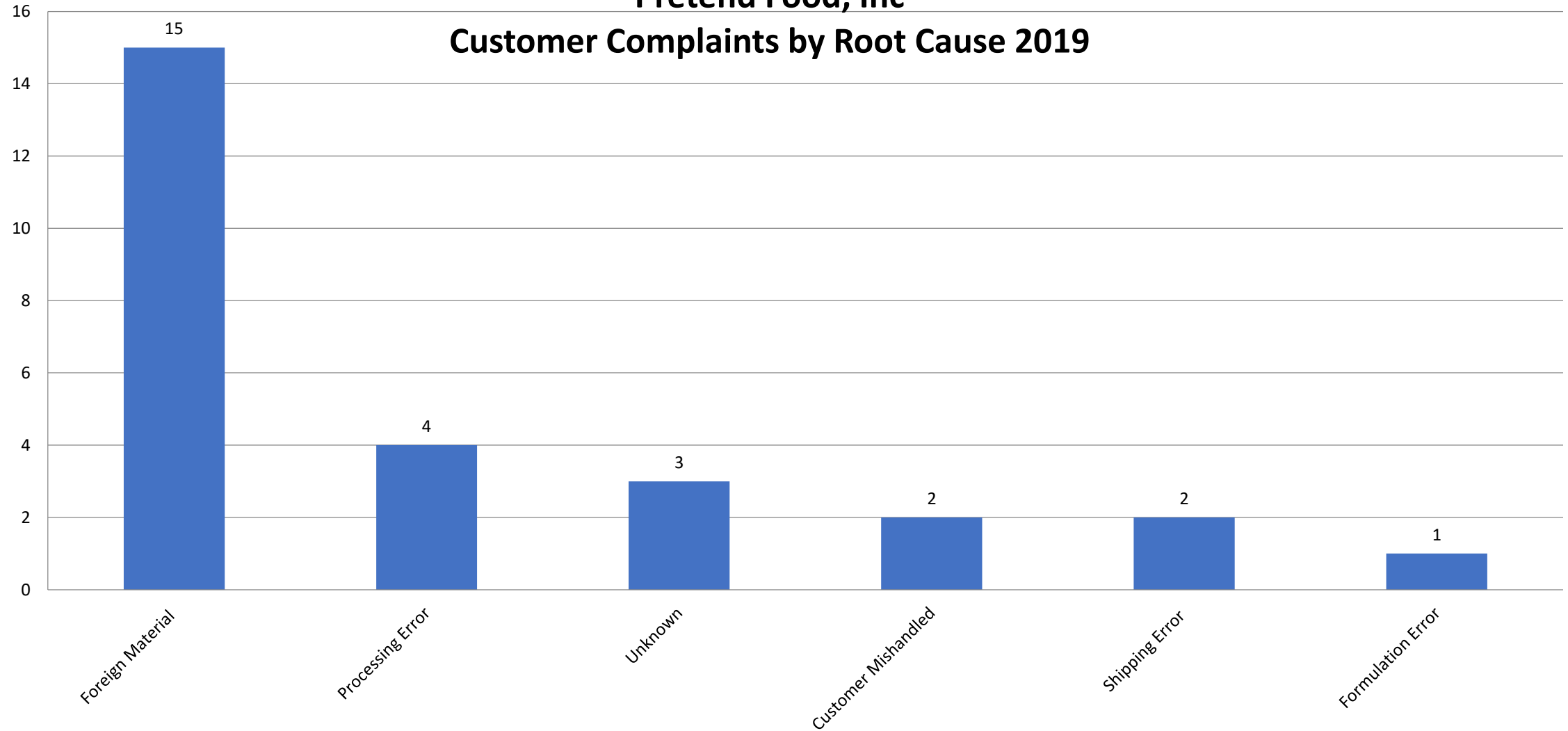
# Trend Your Data

- Root Cause
- Product
- Customer
- Production Line / Time of Production

# Trending Data

Pretend Food, Inc

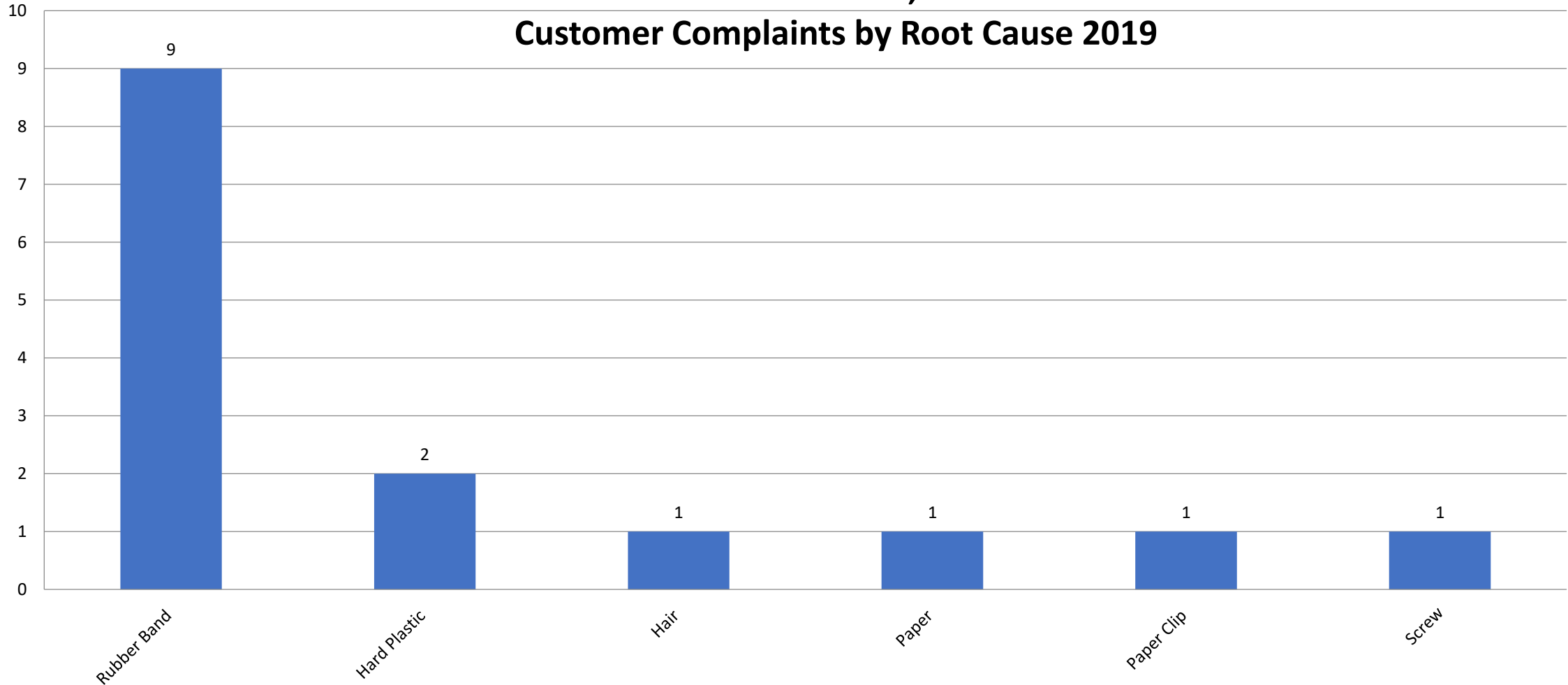
Customer Complaints by Root Cause 2019



# Further Investigation Into Foreign Material Complaints

Pretend Food, Inc

Customer Complaints by Root Cause 2019





# Rubber Band Introduction Needs to be Investigated Further

- What ingredient is being brought in with rubber bands?
- Can the vendor be asked not to use rubber bands?
- Why are the employees not preventing the introduction of rubber bands?
- Are we missing a procedure?

# Trend Analysis

- What are your trends telling you?
- Have you implemented appropriate Corrective Actions?
- Were the Root Causes correctly identified?
- What Preventive Actions need to be implemented?

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**Thank You!**