OPERATIONAL RISK ALERTS

Food safety

Identify high-impact, low-frequency events to mitigate operational risk

▶ Accurately detect food safety-related comments in customers' open-ended feedback
▶ Use in-platform response to immediately connect with customers + drive problem resolution
▶ Identify opportunities to improve food safety best practices + enhance training strategies

With today's heightened health concerns, operational risks—particularly involving food safety—present a significant threat to multi-unit businesses serving a high volume of customers. SMG's AI-powered text analytics platform mines customers' unstructured feedback and alerts you to time-sensitive comments so you can take immediate action when food safety issues arise.

SMG's food safety alert is a machine-learning (ML) classifier trained to quickly + accurately uncover customer comments regarding food safety issues, allowing brands to take immediate action.

Customer experience management is about using CX data to impact what happens next—and there's no better way to do that than using predictive analytics to operate in real time. With so many feedback channels, it's easy to see how that haystack of data can lead to major issues flying under the radar.

SMG's AI-powered text analytics leverages industry-specific machine learning models—fed by billions of customer comments—to predict whether each piece of unstructured data indicates a "needle" issue that warrants your immediate attention.

Food safety is one very impactful example of this. This high-impact, low-frequency event can be detrimental if left undetected. **SMG's real-time, rule-based alerts will help you stay ahead of emerging food safety issues— protecting your customers and your brand.**

How does it work?

There are many intricate elements working behind-the-scenes of our food safety model— which is trained to detect when a customer comments that they or someone they know got physically sick from a visit to one of your locations.

To create the most accurate model, we tested and analyzed more than 2.5 million customer comments and concluded food safety issues occur once in every several thousand responses. This allowed us to tune our model for precision and recall to better understand how many true food safety instances we can expect at differing probability thresholds. »

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Because precision and recall are tradeoffs of one another, it's important to keep them balanced. That's why your account team will work with you to customize a predictive threshold that meets your needs—weeding out false alarms and notifying you of positive cases.
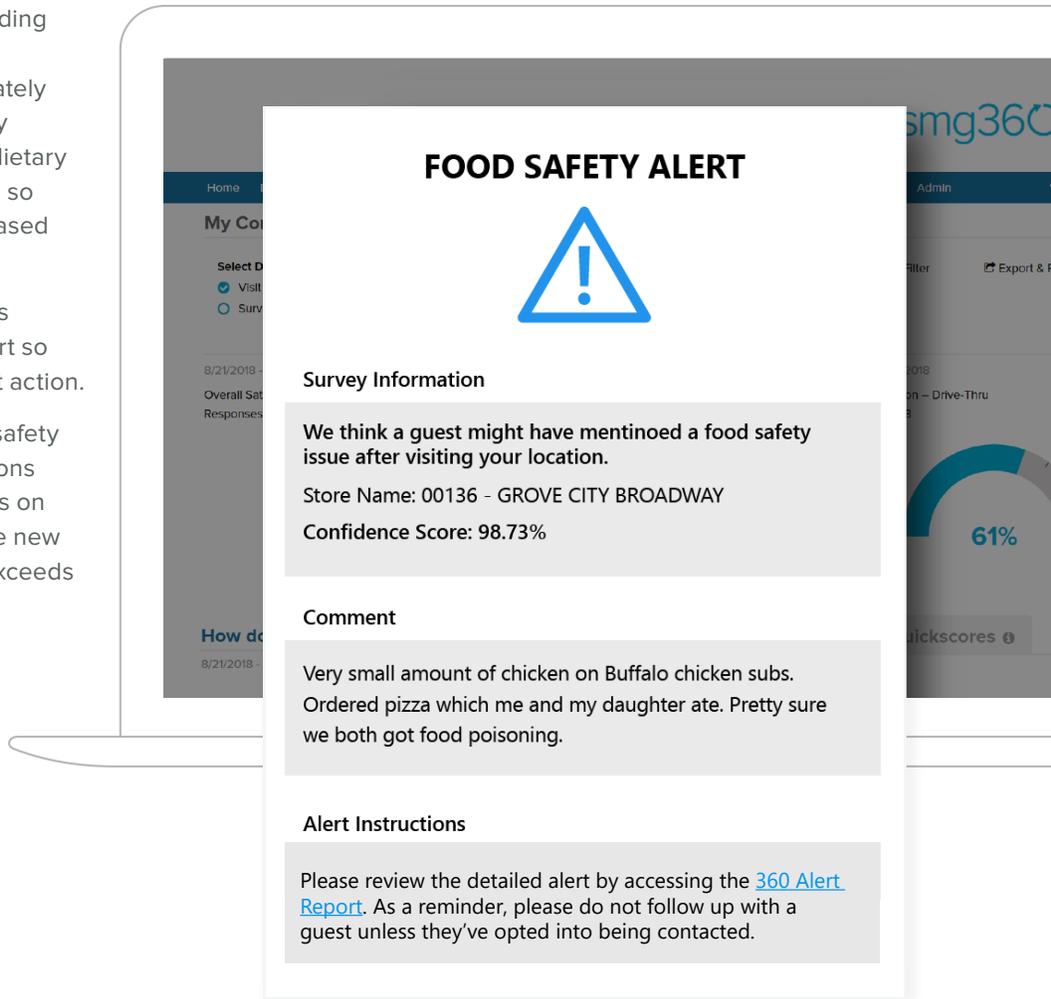
Your brand's customized proprietary algorithm will help reduce false positives and provide more accurate results by excluding tangential ideas. By analyzing surrounding words and contextual elements within comments, we are able to more accurately omit those that are not true food safety issues. Examples include allergies or dietary restrictions (i.e., "I have celiac disease, so it gave me cramps") and preference-based symptoms (i.e., "too salty").

Once a potential food safety incident is detected, you'll receive a real-time alert so your team can assess and take prompt action.

In addition to monitoring overall food safety risks, brands are using these notifications to identify areas for enhanced trainings on food safety best practices and institute new procedures to ensure food handling exceeds expectations.

There are few things that can damage a brand's image more than foodborne illness. SMG's food safety alerts bring to light these crucial events—identifying potential food safety issues before they hit headlines or become systemic issues. ●

To learn more about how to use operational risk alerts, visit smg.com/contact-us.

FOOD SAFETY ALERT

Survey Information

We think a guest might have mentinoed a food safety issue after visiting your location.

Store Name: 00136 – GROVE CITY BROADWAY

Confidence Score: 98.73%

Comment

Very small amount of chicken on Buffalo chicken subs. Ordered pizza which me and my daughter ate. Pretty sure we both got food poisoning.

Alert Instructions

Please review the detailed alert by accessing the 360 Alert Report. As a reminder, please do not follow up with a guest unless they've opted into being contacted.

61%

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About Service Management Group
SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.

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