

Reacting Quickly To In-Market Issues

A leading cosmetic and fragrance manufacturer discovered a defect in one of its antiperspirant products. Unfortunately, over 15,000 defective units had already been shipped to Walmart Stores. To keep consumers safe and maintain a positive relationship with the retailer, the manufacturer had less than two weeks to remove its product from store shelves nationwide.



Solution: Crisis Action Plan

StellaService deployed a nationwide field force to remove all defective units (a total of 15,468 units, worth \$47,000) from Walmart stores.

Result

The scale and responsiveness of StellaService's regional team ensured that removal of the defective products was completed on the same day a competing vendor had proposed to start the project. **StellaService's quick action protected the Walmart brand, limited the manufacturer's liability, and helped to maintain the strong relationship between the manufacturer and retailer.**