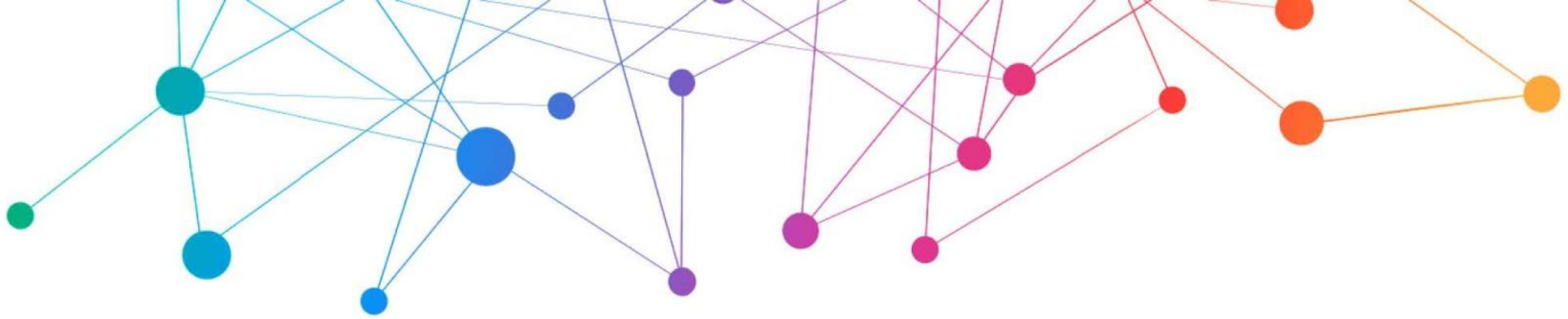
FoodLogiQ®

reCONNECT 2019

APRIL 30 - MAY 2



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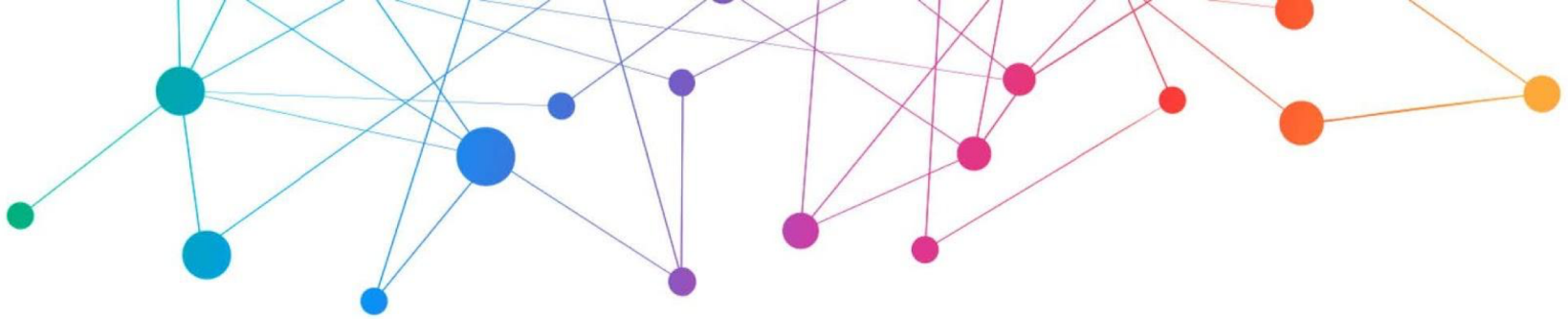
Bryna Wortham
Whole Foods Market

Victoria Goss
Whole Foods Market

FoodLogiQ



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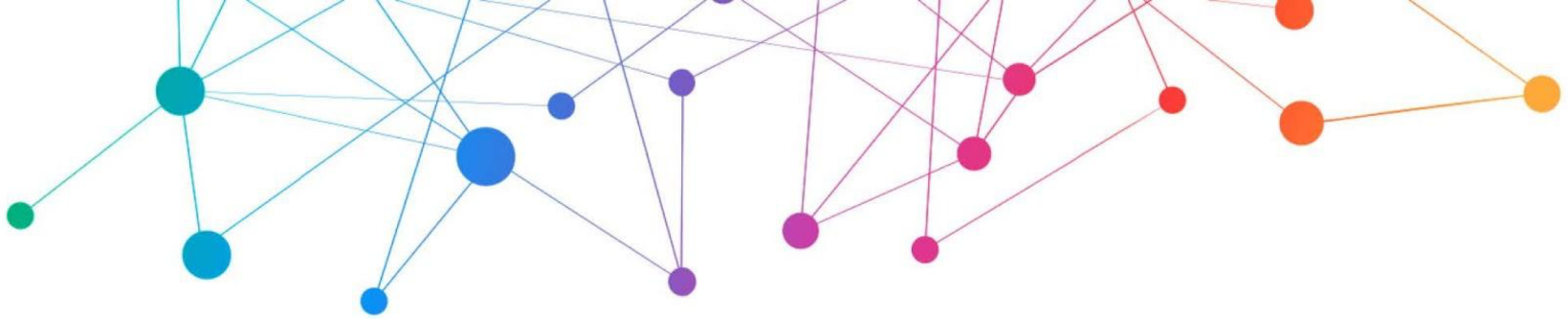
Recall Readiness & Response

Agenda

- **Who** are we?
- **Why** did we do it?
- **How** did we did it?
- **What** did we gain?



WHO are we?

Whole Foods Market

We are growing!

- Opened first store 1980 Austin, Texas
- Today, 500 stores in the United States, spread across 12 regions

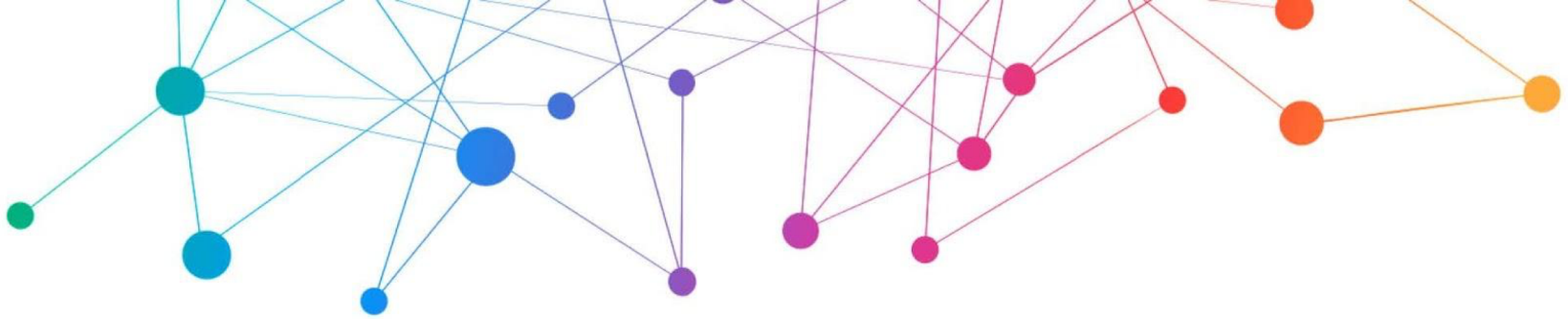
Global Quality Assurance

Business Process Improvement

- Define business processes
- Liaison between business teams and tech
- Provide high touch support for our team members
- Continuous Improvement

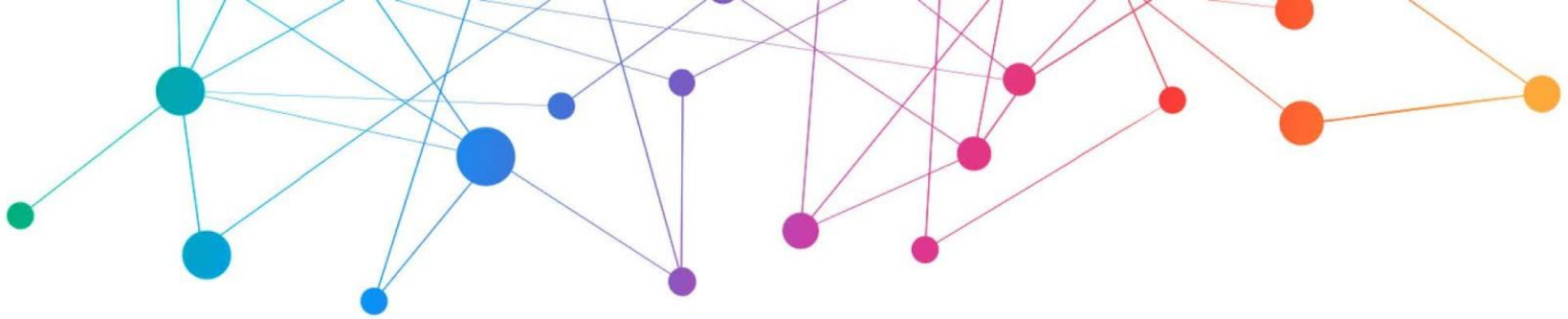
What does our Process Look like?

WHY did we do it?



Why did we launch a new recall tool?

- Improved speed of notification and response
- Streamlined process to provide more accurate information
- Complete transparency into store responses
- System generated escalations
- Robust reporting



HOW did we do it?

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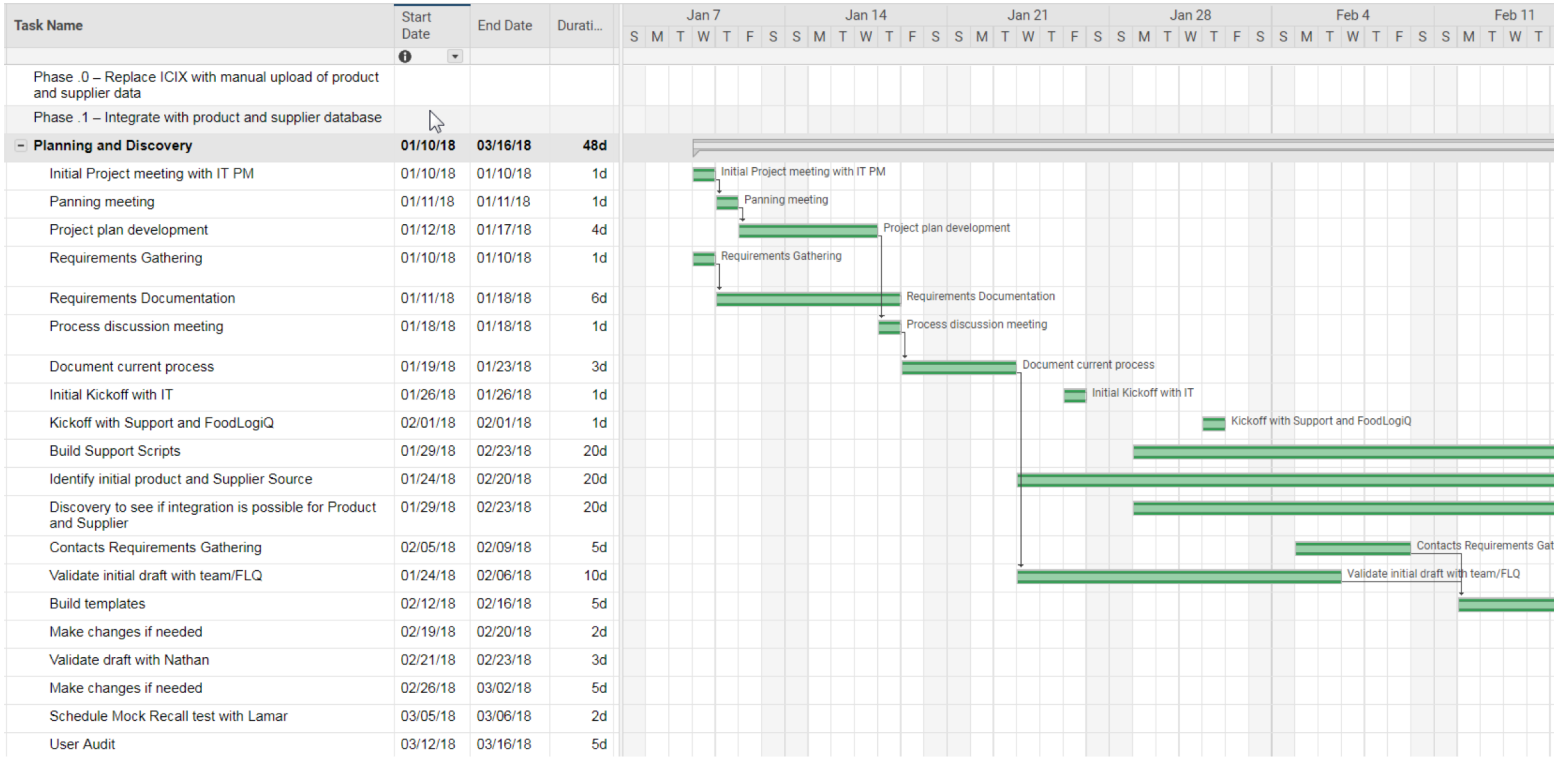
Recall + Response Roll Out

- January 2018 – June 2018
- ~480 Stores/Facilities
- 10,000+ Team Members



Task Name	Start Date	End Date	Durati...
Phase .0 – Replace ICIX with manual upload of product and supplier data			
Phase .1 – Integrate with product and supplier database			
Planning and Discovery	**01/10/18**	**03/16/18**	**48d**
Initial Project meeting with IT PM	01/10/18	01/10/18	1d
Panning meeting	01/11/18	01/11/18	1d
Project plan development	01/12/18	01/17/18	4d
Requirements Gathering	01/10/18	01/10/18	1d
Requirements Documentation	01/11/18	01/18/18	6d
Process discussion meeting	01/18/18	01/18/18	1d
Document current process	01/19/18	01/23/18	3d
Initial Kickoff with IT	01/26/18	01/26/18	1d
Kickoff with Support and FoodLogiQ	02/01/18	02/01/18	1d
Build Support Scripts	01/29/18	02/23/18	20d
Identify initial product and Supplier Source	01/24/18	02/20/18	20d
Discovery to see if integration is possible for Product and Supplier	01/29/18	02/23/18	20d
Contacts Requirements Gathering	02/05/18	02/09/18	5d
Validate initial draft with team/FLQ	01/24/18	02/06/18	10d
Build templates	02/12/18	02/16/18	5d
Make changes if needed	02/19/18	02/20/18	2d
Validate draft with Nathan	02/21/18	02/23/18	3d
Make changes if needed	02/26/18	03/02/18	5d
Schedule Mock Recall test with Lamar	03/05/18	03/06/18	2d
User Audit	03/12/18	03/16/18	5d

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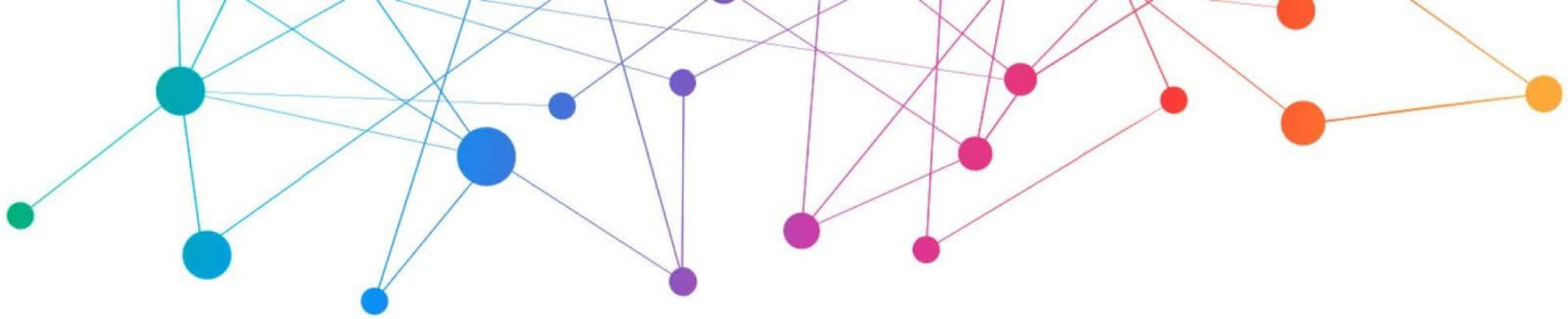

Discovery and Requirements

- Document current process
- Detail proposed process changes
- Identify system requirements
- Document gaps and establish work arounds

Build and Prep

- Build removal templates
- Internal testing
- Create training materials

Communicate and Test

- Leadership buy in
- Communicate to regions and stores
- Mock recall testing series with stores
- Mock recall testing with regions

Launch

- “How To” launch day webinar
- Data migration
- Go live mock recall
- Store access confirmation

Learning Through Mock Recalls

Originally Planned: 10

Actual… 20

WHAT did we gain?

Benefits of R+R for Whole Foods Market

Notifications	Tracking	Escalations
Streamlined Process	Live visibility of affected store response	Automatically engages leadership
Targeted Communication	Report on quantity of product pulled	Implement process improvements
Provide thorough information and instruction in timely manner	Track team members responsible	Change behavior

Why we were successful

- Strong, robust communication plan
- Ample practice opportunity
- Robust support process
- Well thought out templates and process
- Partnership with FoodLogiQ