

# CRISIS MANAGEMENT

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## THAI EXPRESS

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JOANNE DORCE • MARK RYAN • DIANE ADAMS

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- 1. OVERVIEW**
- 2. CRISIS MANAGEMENT**
- 3. RECAP**

- 1. OVERVIEW**
2. CRISIS MANAGEMENT
3. RECAP


# WHAT IS A CRISIS?

is the process by which a business or organization deals with a sudden emergency situation.



# THAI EXPRESS

is a franchise chain of quick service restaurants serving Thai cuisine across Canada.  
The Thai Express brand is owned by the MTY Food Group.



PEOPLE JUST  
EAT AND LEAVE.  
YOU DON'T  
EAT ONLINE.





YES.BUT WHAT  
HAPPENS AFTER  
THEY LEAVE...

# WEBSITES, BLOGS AND SOCIAL MEDIA

HAVE GIVEN BRANDS MANY OPPORTUNITIES TO CONNECT WITH THEIR CONSUMERS



THESE SAME CHANNELS GIVE CONSUMERS CONTROL AND SPACE  
**FOR A NEGATIVE OUTLET**



WHAT DO YOU DO  
**IF THEY DO?**



1. OVERVIEW
- 2. CRISIS MANAGEMENT**
3. RECAP



(IF YOU HAVE A PLAN)

# STEPS TO TAKE

**DISCOVER**

What is being said?

What channels  
are they on?

What triggered this?

**EVALUATE**

How bad is it?

What can you learn?

How fast is  
the information  
spreading?

**RESPOND**

Do you need to  
involve others?

What is the  
appropriate response?

What is the level of  
anger?

**MONITOR**

Has the situation  
resolved?

Is anger escalating or  
decreasing?



# WHAT CRISIS

could a restaurant have?



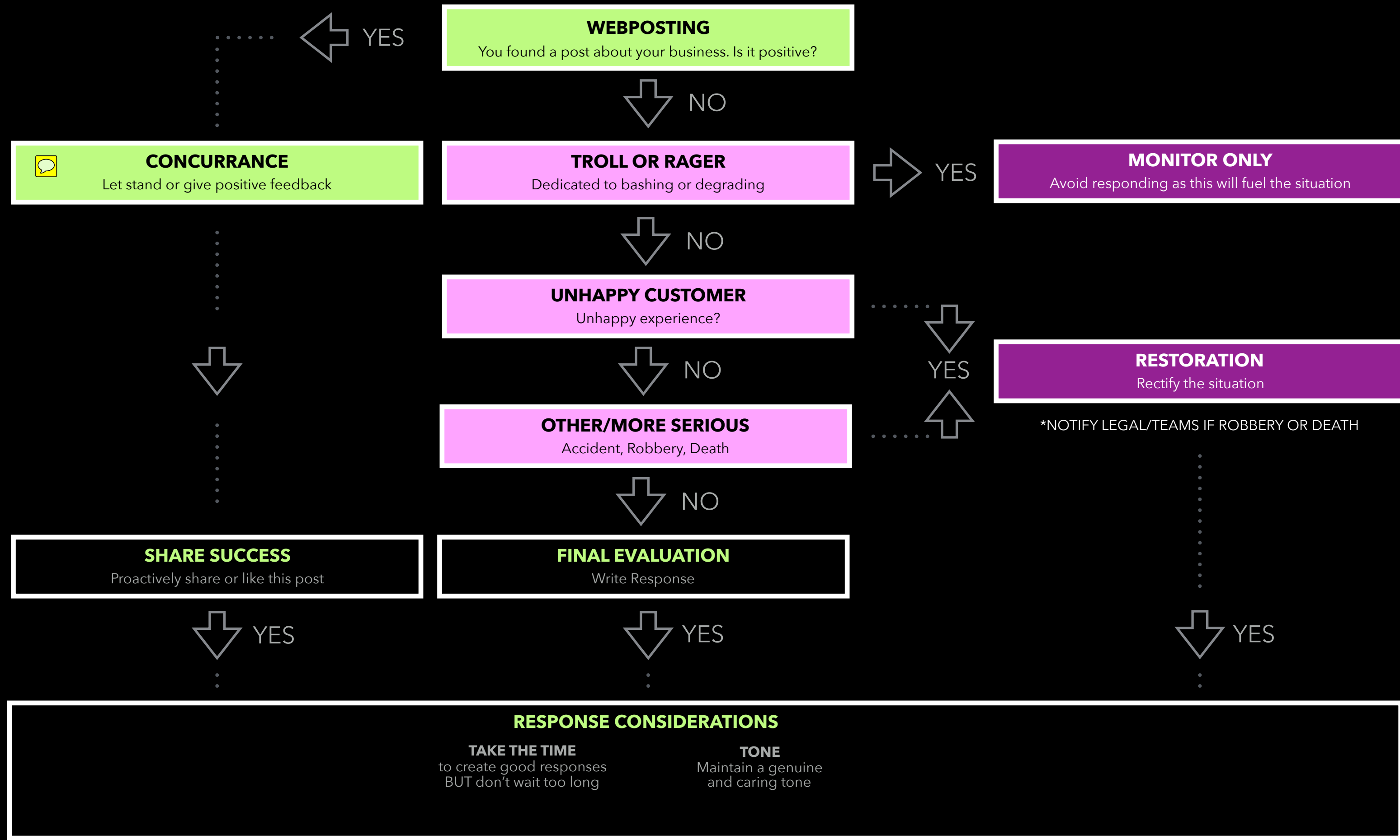


# FOOD

UNDERCOOKED | BAD TASTE | ALLERGIES | SMALL PORTIONS | GET SICK

# FOOD

DISCOVER  
EVALUATE  
RESPOND

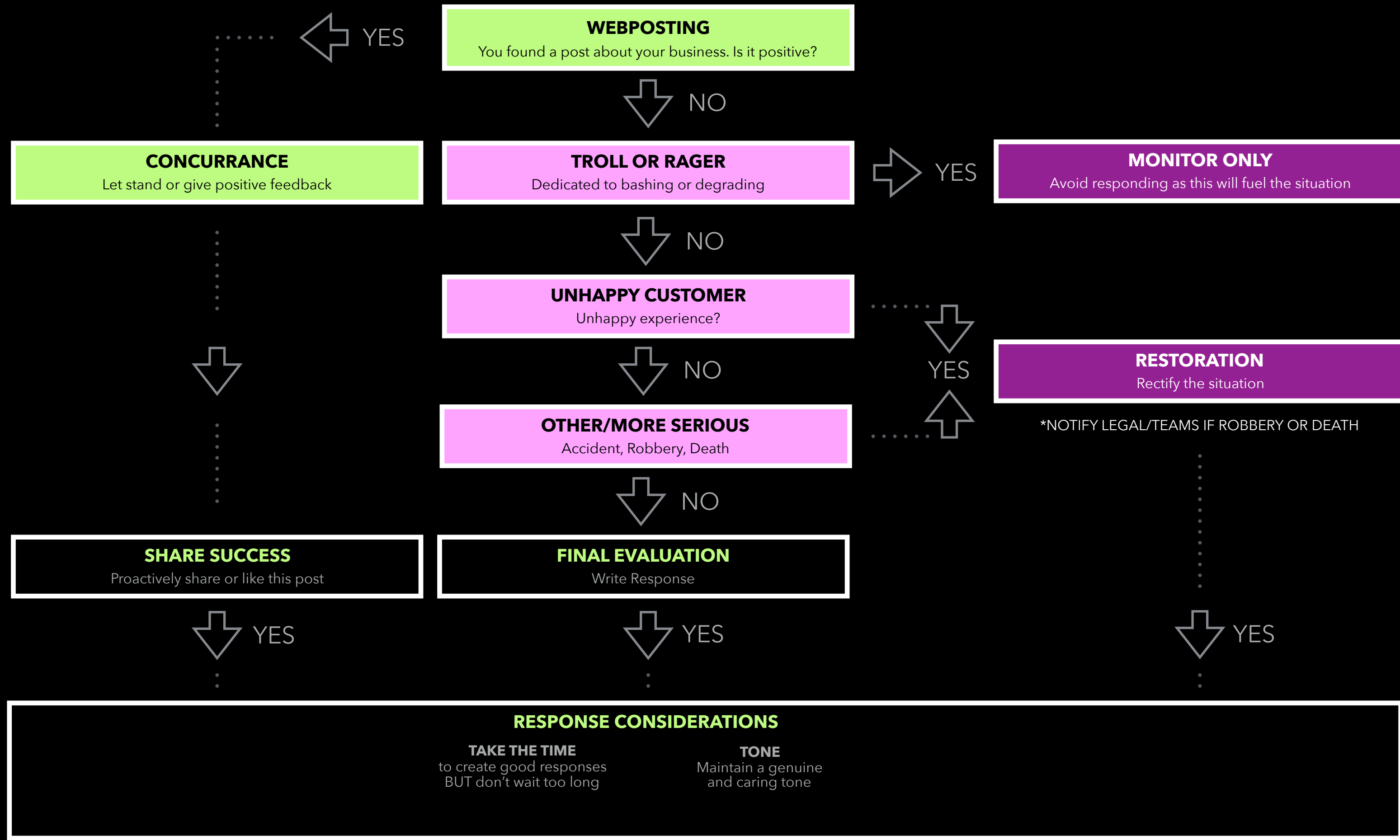


# SAFETY

SLIP OR FALL | BURNS | ROBBERY

DISCOVER  
EVALUATE  
RESPOND

# SAFETY

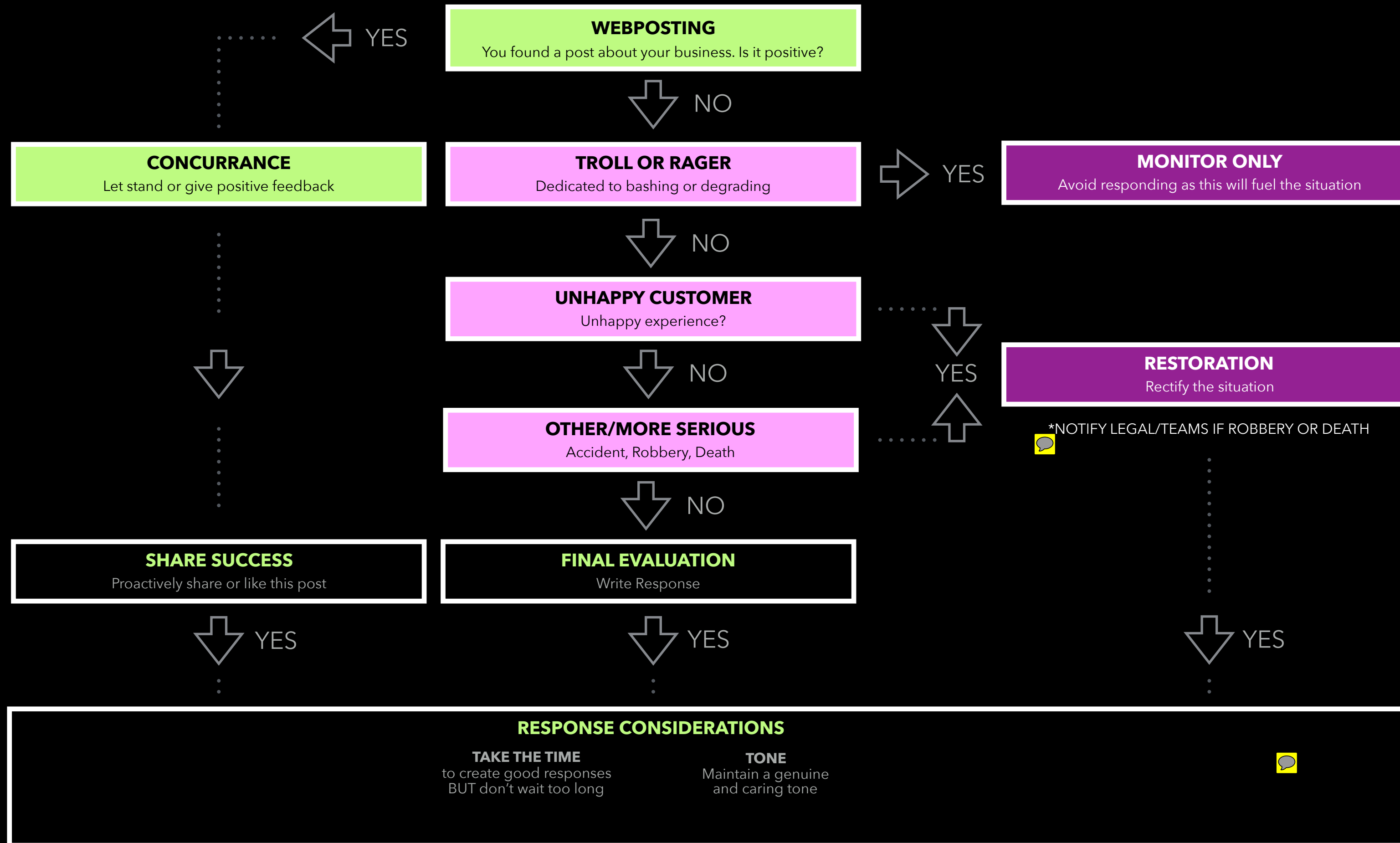


# HOSPITALITY

RUDE STAFF | LONG WAIT TIME

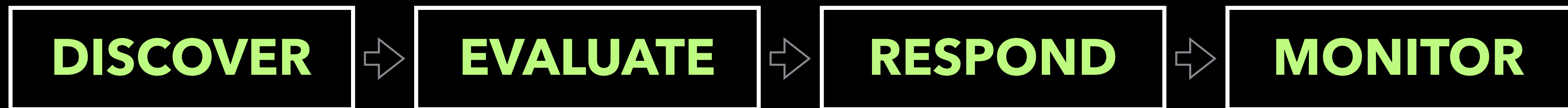
DISCOVER  
EVALUATE  
RESPOND

# HOSPITALITY



1. OVERVIEW
2. CRISIS MANAGEMENT
- 3. RECAP**

# A CRISIS CAN HAPPEN AT ANYTIME TO ANY BUSINESS



HAVING A PLAN IN PLACE WILL HELP YOU MINIMIZE DAMAGE CONTROL  
AND CONNECT WITH YOUR CUSTOMERS.



**THANK YOU**