

To: Brand VP
 Cc: Brand Director
 From: Cathy Tinker
 Re: Sun Laundry CCC Review & Action Plan – P11

Summary:

Overall, consumer contact volume this period was 314 contacts. Of the 314 contacts, 45% were Questions, 53% were Complaints, and 2% was Praise. Questions and Complaints were mostly about Formula and Usage, with Packaging and Advertising bringing in some calls as well.

SNB-2	Current Period			13-Period Running Rate		
	Praise	Complaints	Questions	Praise	Complaints	Questions
FORMULA	4	55	47	3	44	47
PACKAGING	-	35	-	-	33	1
USAGE	-	39	41	1	40	31
ADVERTISING	-	31	15	-	21	17
AVAILABILITY	-	6	23	-	4	18
CORPORATE	2	-	7	1	-	7
OTHER	-	-	9	-	-	8

Formula & Usage

Analysis: The primary complaint in this category is that the formula of the product is too thin. Other complaints are that the product does not have enough fragrance upon opening or on clothing after washing, and that product does not clean clothing. A few inquiries were related to a more thorough product description than what was on the bottle, including ingredient listings.

Indicated Action: The team is currently working on two projects that could enhance the formula and usage of Sun liquid laundry detergent. The first is a fragrance upgrade on Sun's top three variants, Tropical Breeze, Clean & Fresh, and Fresh Morning Breeze. This upgrade will increase the strength of Sun's current scents. The second project is adding a shading die to Sun liquid laundry detergent. Adding the shading die will improve performance and increase the viscosity of the current formula making it thicker. These two projects are targeted to combat the top 2 complaints Sun Laundry receives.

Packaging

Analysis: All packaging complaints were that the bottle leaked, consistent with previous period.

Indicated Action: The team will work with QA and Packaging development to ensure that bottles are sealed properly.

Advertising

Analysis: The majority of Advertising calls are related to "Cross Selling Products" with other SPC brands (including Snuggle and Surf Liquid). The data does not reveal what the complaint was related to. All inquiries were related to coupon requests

Indicated Action: The team is planning running 2014 IRCs in the Dollar Channel beginning March 1st, 2014.

Availability

Analysis: The primary contact in this category is questions related to availability and where to find both liquid and powder Sun Detergent. Complaints are related to not being able to locate a local store that carries Sun.

Indicated Action: The Sun website (www.sundetergent.com) has an active product locator for consumers to reference, and the team will keep the product locator up to date as we introduce new items and gain new distribution.

Appendix I:
13 Period Contact Volume by Type and Subject.

