



Your Brand Protection Strategy | Product Quality

Product and operational quality is a critical component of your brand's reputation. A loss in quality can mean significant losses in customer experience and loyalty to your brand. **Maintaining the highest product and operational quality standards is a fundamental part of protecting your brand.**

EcoSure offers a comprehensive product quality program designed to evaluate your products' ability to consistently meet or exceed customer expectations. Our evaluations cover critical aspects of product quality, including appearance, taste, service sequencing and quality control, to foster excellence in every offering. Through our on-site coaching approach and by utilizing data-driven insights, an EcoSure program **empowers your team to maintain product quality and consistency** for your customers.

We work with your brand to build custom visit criteria, which can include:

- ▶ **Product Appearance:** First impressions matter. We meticulously evaluate the visual appeal of your offerings, helping you maintain a consistent presentation.
- ▶ **Service Sequencing:** Smooth operations make for happy customers. Our visits check that your processes are optimized for efficiency and customer satisfaction.
- ▶ **Labeling and Storage:** Visits include confirming products are labeled correctly and storage conditions are optimized for efficiency and safety.
- ▶ **Order Accuracy:** We work with you to assess your order management systems to ensure every customer receives exactly what they need.
- ▶ **Recipe Building:** Our experts check for compliance in utilizing brand-specific recipes and executing them with precision and consistency.
- ▶ **Equipment Condition:** We assess the maintenance of your machinery and equipment, so you can avoid unexpected downtime and maintain peak performance.

Core Brand Protection Program Components:



On-site Visits



Actionable Insights



Training & Corrective Action



Industry Best Practices

EcoSure partners with you to:

- Determine program **priority areas**
- Customize **program design**
- Conduct on-site **visits**
- Discover **actionable insights**
- Recommend program **enhancements**
- Deliver an **elevated customer experience** across your brand

Contact your EcoSure representative

- ▶ email: ecosure@ecolab.com
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