

# eitco



**Identify the cause of a food crisis**  
**Manage your crisis communication**  
**Strengthen the confidence of your customers during a food crisis**

## **Prevent the next food crisis before it happens**



The EITCO Issue Monitoring Tool provides a single point of contact to companies in the consumer product and food industry where they can monitor, analyse, and react on both public and internal information that are vital for their existence and business cases. The EITCO Issue Monitoring Tool is able to forecast threats, react on risks that are on hand, and eventually prevents damage or losses of income from a company. An easy usable dashboard collects and presents all relevant information in a comprehensible way. Giving users new insights in social media discussions about their company and products.

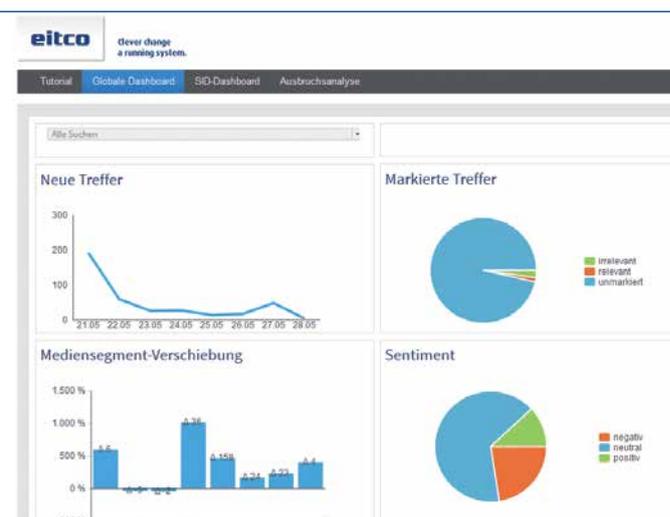
communication? In addition, the EITCO Issue Monitoring Tool is used to support the analysis of media which are already used by authorities. The third important task is to examine alternative behaviour of consumers during a crisis. The consumer may buy during an incident other products which, in turn, may even represent a higher risk or the consumer may just avoid buying the current product. In addition, by aggregating and visualising information from different sources the EITCO Issue Monitoring Tool allows to quickly identifying the causal reasons for a crisis through its risk analysis approach.

## How can authorities benefit from the EITCO Issue Monitoring Dashboard?

Authorities can use our tool in case of a food crisis and for public relations. On the one hand it is used for managing crisis communication and crisis monitoring. In this respect it is important to examine the perception of consumers during a crisis. Does the population receive all the necessary and relevant information or is it necessary to publish further information via other means of

## How can companies benefit from the EITCO Issue Monitoring Tool?

For food retailers the central problem during a crisis situation is the identification of its causes. Incorrect identification of causes may result in great economic monetary damage and the loss of customer confidence in the company. This can be avoided through our risk analysis which, therefore, saves companies a lot of money and strengthens the confidence of customers.



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