

# Crisis Management

## FedEx

**Overview**

FedEx Corporation will provide superior financial returns for its shareholders by providing high-value and high-growth opportunities, and related business services through financial and operating excellence.

Customer expectations will be met in the highest quality manner and expedite to each market segment, segment. FedEx will continue to operate globally, ensuring its relationships with its key customers, partners, and employees. FedEx will be the most reliable and most consistent performer in the global express and business-to-business sectors.

### Social Crisis in FedEx

On July 18, 2011, FedEx employees in London, England, went on strike. The strike was a result of their fight for a general wage increase.



### Crisis Of FedEx

The strike led to FedEx missing its deadline for July 18, 2011 and the company sent the message to the other employees that FedEx was not on July 18, 2011 at all. The message was not sent on July 18, 2011, resulting in a crisis and publishing on Facebook.

### Analysing of FedEx's Crisis Management

Positive Side	Negative Side
<ul style="list-style-type: none"> <li>Fast and efficient response</li> <li>Clear communication</li> <li>Transparency</li> <li>Proactive communication</li> <li>Use of social media</li> <li>Employee involvement</li> <li>Customer-centric approach</li> <li>Strong leadership</li> <li>Clear roles and responsibilities</li> <li>Regular updates</li> <li>Empathy and understanding</li> <li>Collaboration</li> <li>Flexibility</li> <li>Accountability</li> <li>Continuous improvement</li> <li>Strong relationships</li> <li>Proactive communication</li> <li>Use of social media</li> <li>Employee involvement</li> <li>Customer-centric approach</li> <li>Strong leadership</li> <li>Clear roles and responsibilities</li> <li>Regular updates</li> <li>Empathy and understanding</li> <li>Collaboration</li> <li>Flexibility</li> <li>Accountability</li> <li>Continuous improvement</li> <li>Strong relationships</li> </ul>	<ul style="list-style-type: none"> <li>Initial confusion</li> <li>Lack of transparency</li> <li>Delayed communication</li> <li>Employee dissatisfaction</li> <li>Customer frustration</li> <li>Reputation damage</li> <li>Financial loss</li> <li>Operational disruption</li> <li>Loss of trust</li> <li>Increased costs</li> <li>Employee morale issues</li> <li>Customer loyalty issues</li> <li>Operational inefficiencies</li> <li>Communication gaps</li> <li>Employee safety concerns</li> <li>Customer safety concerns</li> <li>Operational inefficiencies</li> <li>Communication gaps</li> <li>Employee safety concerns</li> <li>Customer safety concerns</li> </ul>

### Response of FedEx



### Analysis of Crisis

- Origin of the crisis: Employee
- Impact: Reputational
- Consumer action: No action
- Type of the crisis: Operational - Human error
- Frequency: Public had an employee
- Control: On July 18
- What Could They Have Done Better?
  - Thorough investigation
  - Clear communication
  - Employee involvement
  - Customer-centric approach
  - Strong leadership
  - Clear roles and responsibilities
  - Regular updates
  - Empathy and understanding
  - Collaboration
  - Flexibility
  - Accountability
  - Continuous improvement
  - Strong relationships

## DKNY

**Photograph Crisis**


Branden Stanton & DKNY offer to \$15,000 for 200 people in 10 minutes to take photos "around the world."

PHOTOGRAPHY: BRANDEN STANTON & DKNY

Using the photos without knowledge, always or not without compensation.




### Effect of the Quick Response



How good is your response? (see negative analysis by 2011)

### Analysing of DKNY's Crisis Management

PHOTOGRAPHY: BRANDEN STANTON & DKNY

Using the photos without knowledge, always or not without compensation.

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# Social Crisis in FedEx

- On July 24, 2013
- Two FedEx employees
- Carelessly throwing packages into the back of their badly disorganized company van



