

# GB MINIMIZES SETTLEMENT PAYOUTS FOR QUICK-SERVICE RESTAURANT'S PRODUCT RECALL

Product liability and recall claims require an in-depth understanding of an organization's product design and distribution, customer relationships, business reputation, and program goals. At Gallagher Bassett (GB), we are committed to protecting our clients' brands and product integrity as we guide them through the unique challenges of a product recall event.

Our team partnered with a nationwide quick-service restaurant to manage a recall occurring in late 2024. We started receiving claims within two weeks of the event, and the primary objective was to reduce claim duration through rapid resolution.

With our established product recall protocol and triage system, we were able to quickly identify which claims were related to the event, assess the damages sustained in each case, and address them with targeted management strategies.

## RESULTS:

**90%**

of claims were **resolved with settlements of \$2,500 or less**, with most settling for \$100 - \$300

**80%**

of claims were **closed or settled within 6 months**

**100%**

of claims were **resolved or tendered to the responsible party within 12 months**



The impact of this event could have been truly immense without Gallagher Bassett's assistance in bringing most of these claims to swift closure. While we hope that we do not have to face a similar event in the future, we are confident that Gallagher Bassett is the right partner should the need ever arise again.

— *Client's Director of Risk Management*



## LEADING WITH TAILORED CLAIMS AND RISK MANAGEMENT STRATEGIES:

GB's standardized product recall and outbreak protocol enables us to respond to any incident in any industry, with built-in flexibility so that we can provide targeted support when needed.



### Notice of Recall

During a product recall, our team acts as an extension of the client's brand and image. We collaborated with the client's leaders to dictate core messaging that would clearly state their position on and approach to the recall. This included drafting language for our Resolution Managers to use during their investigations, equipping them to handle each case with empathy and confidence. We had specific details of which stores, states, and products were affected by the recall and could therefore manage expectations during triage, whether a claimant's case related to the recall or not.



### Claims Handling Procedures

Our product liability team has robust experience managing product liability claims arising from a wide variety of product types and industries. We staffed the recall event by deploying the number of Resolution Managers needed to handle the initial intake and pared this group down as we resolved claims.



### Settlement & Resolution

We use claims management strategies that achieve the appropriate resolution based on the facts and circumstances of each claim. With the agreed upon messaging and approach from our client, we served as stewards of their funds and brand reputation and targeted outcomes accordingly.



### Reporting & Data Insights

Luminos, our award-winning risk management information system, allows us to evaluate the recall event. We used configurable dashboards, benchmarking tools, and data analysis to review performance related to intake and resolution and inform the client throughout the management process.



From start to finish, we were in constant communication and worked together to establish an efficient process for the unprecedented event. We were impressed by the speed of implementing our updated intake procedures as well as the claimant feedback received, with affected parties expressing their gratitude for how Gallagher Bassett listened to and took care of them through the process of their recovery.

— *Client's Director of Risk Management*



## PARTNERING TO ACHIEVE SUPERIOR OUTCOMES:

Our client navigated this product recall event with the trust that GB had the claims and risk management expertise to handle it, as well as the mutual goal of achieving superior outcomes for their organization and those affected. From investigation and claims management to reporting and data analysis, we offer end-to-end service rooted in collaboration, partnership, and our commitment to excellence.

Gallagher Bassett helps people and companies prevent, manage, and overcome the impact of risk. Learn more about our innovative solutions and approach to product liability: [Product Liability | Gallagher Bassett](#)