1 Introduction

1.1 Scope

This procedure sets out <Short Name>’s arrangements for measuring, monitoring and interpreting customer feedback to determine if <Short Name> is meeting customer requirements.

1.2 Revision History

<table>
<thead>
<tr>
<th>Revision</th>
<th>Date</th>
<th>Record of Changes</th>
<th>Approved By</th>
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<tbody>
<tr>
<td>0.0</td>
<td>[Date of Issue]</td>
<td>Initial Issue</td>
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1.3 Control of hardcopy versions

The digital version of this document is the most recent version. It is the responsibility of the individual to ensure that any printed version is the most recent version. The printed version of this manual is uncontrolled, and cannot be relied upon, except when formally issued by the <Document Controller> and provided with a document reference number and revision in the fields below:

<table>
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<th>Rev.</th>
<th>Uncontrolled Copy</th>
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1.4 References

<table>
<thead>
<tr>
<th>Standard</th>
<th>Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>ISO 9001:2015</td>
<td>Quality Management Systems</td>
<td>Requirements</td>
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<td>ISO 19011:2011</td>
<td>Auditing Management Systems</td>
<td>Guidelines for Auditing</td>
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1.5 Process I/O Map

<table>
<thead>
<tr>
<th>With What</th>
<th>With Who</th>
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</table>
| • Customer Requirements  
  • Feedback Reports | • <Sales and Marketing Manager>  
  • <Quality Manager>  
  • <Senior Management Team> |

<table>
<thead>
<tr>
<th>Input</th>
<th>Activity</th>
<th>Output</th>
</tr>
</thead>
</table>
| • Customer Complaints  
  • Customer Returns  
  • Warranty Claims  
  • Sales Statistics | Monitor customer perceptions of quality and service | • Continual Improvement  
  • Customer Satisfaction |

<table>
<thead>
<tr>
<th>How</th>
<th>Metrics</th>
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</table>
| • On-time Delivery  
  • Satisfaction Survey  
  • Forms & Reports  
  • Analysis and Trends  
  • Management Meeting Reviews | • No. of Corrective Actions  
  • Rates of Return  
  • Warranty Claims |

1.6 Responsibilities

The <Quality Manager> and <Sales and Marketing Manager> are jointly responsible for all aspects of the implementation and management of this procedure, unless noted otherwise.

Managers and supervisors are responsible for the implementation of this procedure within the scope of their responsibilities.

2 Controlling Customer Satisfaction

2.1 General

The level of customer satisfaction is assessed, both directly and indirectly, by obtaining input from various sources, including:

- product returns and warranty claims
- repeat customers and market share
- analysis of customer complaints and customer satisfaction surveys
- recommendations, recognition and awards
- growth of key accounts
- analysis of credit notes
- on-time delivery
Trends and key indicators of satisfaction is analysed, collated and benchmarked.

2.2 Customer satisfaction surveys

The <Sales and Marketing Manager> conducts customer satisfaction surveys, both by enclosing a satisfaction survey form with each delivery and by a follow up telephone survey of a statistically meaningful sample.

Customer satisfaction data is analysed to determine both quality conclusions and quality trends and the findings shared with the <Quality Manager> and routinely reported to the quality management review meetings.

Any obvious deterioration in satisfaction is reported to the <Quality Manager> and the <Senior Management Team> immediately.

2.3 Customer feedback

Customer complaints and any other unsolicited customer feedback is collected using the Customer Feedback Form and supplied to the <Sales and Marketing Manager>.

Using this data the <Sales and Marketing Manager> records and categorises feedback, scores customer satisfaction and analyses and trends results. This analysis is shared with the <Quality Manager> and routinely reported to the quality management review meetings.

Any obvious deterioration is reported to the <Quality Manager> and the <Senior Management Team> immediately.

2.4 Customer data analysis

The <Sales and Marketing Manager> analyses sales data to determine such factors as:

- Increase / decrease and proportion of repeat customers
- ordering patterns
- customer referrals and recommendations
- market share and competitive products

The results of this analysis is shared with the Quality Manager and routinely reported at quality management review meetings.

2.5 Returns and warranty claims

The <Sales and Marketing Manager> analyses product return requests and warranty claims to ascertain the reason for each return request or claim and determines trends and underlying contributory factors.

The results of this analysis is shared with the Quality Manager and reported at each quality management review meeting.

2.6 Review

The <Sales and Marketing Manager> reviews and presents an aggregated summary report on customer satisfaction at quality management review meetings. This report typically includes:
% of satisfied customers
% of dissatisfied customers
% of repeat business
rate of new customer acquisition, customer retention and customer defection
cost of customer claims and returns
trends, comparisons and benchmarking

3 Records

Records retained in support of this procedure are listed in the Controlled QMS Records Register and controlled according to the Control of Management System Records Procedure.