

Control of Customer Satisfaction

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

Revision	Date	Record of Changes	Approved By
0.0	[Date of Issue]	Initial Issue	

1.3 Control of hardcopy versions

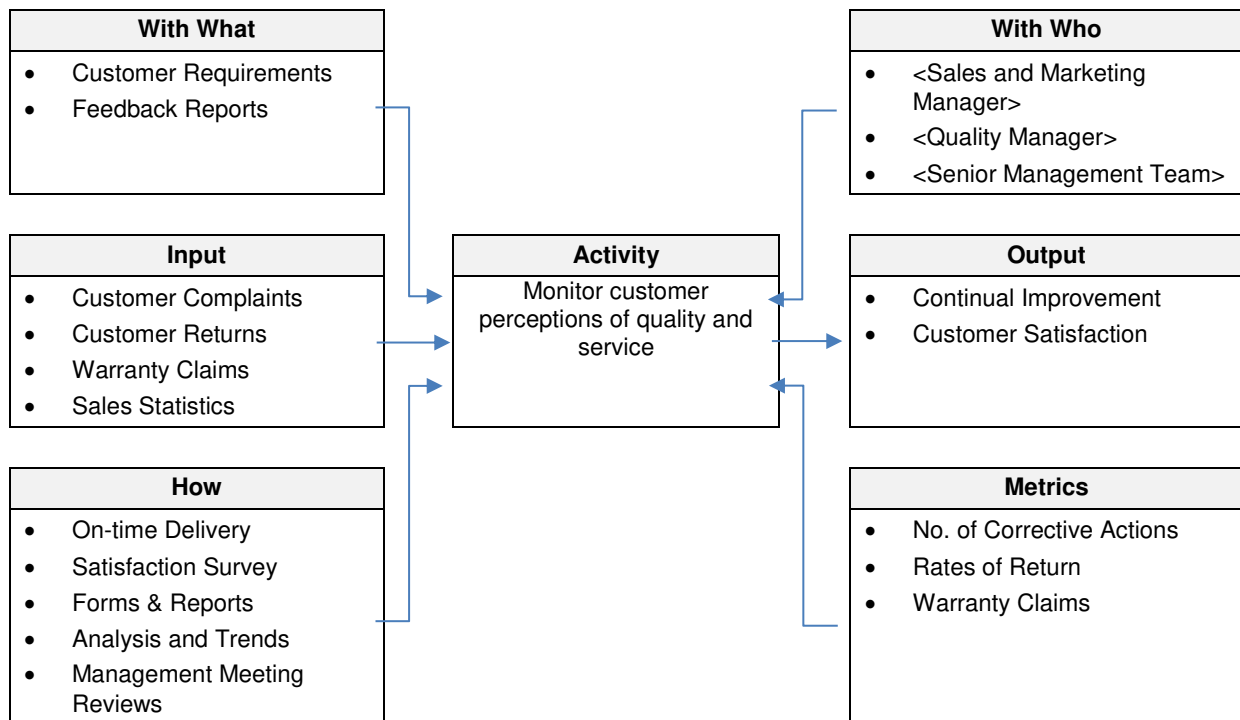
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1.4 References

Standard	Title	Description
ISO 9000:2015	Quality Management Systems	Fundamentals and Vocabulary
ISO 9001:2015	Quality Management Systems	Requirements
ISO 9004:2000	Quality Management Systems	Guidelines for Performance Improvements
ISO 19011:2011	Auditing Management Systems	Guidelines for Auditing

1.5 Process I/O Map



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 promptly reported to the <Quality Manager> and the <Senior Management Team>.

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 promptly reported to the <Quality Manager> and the <Senior Management Team>.

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 QMS Controlled Records Register and controlled according to the Control of Management System Records Procedure.