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| **INTEGRATED SYSTEM PROCEDURE**  CUSTOMER FEEDBACK AND COMPLAINTS |

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1. **Purpose**

The purpose of this procedure is to identify and establish better communication system with customers to determine and review customer requirements related to Products and Services. Eliminate the customer grievances through efficient complaint handling system. Improve customer satisfaction level through customer feedbacks and better after sale services.

1. **Scope**

Handle all the customer-related activities including customer’s requirements, and customer feedback (including customer complaints and order/contract requirements) of both companies (BRCC & PCC)

1. **Responsibility**
   1. **Marketing Department** is responsible for;
      * + 1. Handling customer inquiries and orders/contracts
          2. Determining requirements related to product and communicating necessary information to customers
          3. Handling customer complaints and conducting customer surveys after every at least once in year
          4. Identifies legal and regulatory requirements based on customers’ opinion
   2. **Compliance/Lab Department** is responsible for resolving the customer complaints forwarded by the marketing department.
2. **Procedure**
   1. **Determination of Requirements Related to Products and Services**

Requirements related to Products and Services are determined through:

1. Customer inquiries and orders
2. Legal and regulatory requirements
3. Professional and industrial practices
4. Consumer surveys
   1. **Customer Inquiries and Orders**
      1. **Receipt and Review of Clients’ Inquiries**

An initial inquiry from customer is received through letter, fax, phone, email or personal visit by Marketing Department for capability analysis before accepting the order or making a contract. After capability analysis, following parameters are reviewed and discussed with customer.

1. Price
2. Product specifications
3. Raw material availability
4. Packaging requirements
5. Delivery requirements
6. Financial terms and conditions
   * 1. **Preparation and Review of Contract**

After the finalization of terms and conditions, the customer sends a confirmed Purchase Order/Contract Document through fax, letter or email. List of customer is also maintained.

* 1. **Legal and Regulatory Requirements**

All legal and regulatory requirements that apply to company’s product are identified. Business Development Manager (BDM) maintains a list of all applicable regulatory requirements.

* 1. **Customer Communication**

Company communicates with customer regarding information related to product specifications, order, contract requirements and customer feedback (including customer complaints). Communication channel may be phone, fax, email or personal visits.

* 1. **Customer Complaints**
     1. The Complaint Form must include, at a minimum name and affiliation of the complainant, name of the individual logging the complaint, date the complaint was received and nature of the complaint.
     2. The complaint may be related to but not limited to the following cases:

1. Non-conforming product
2. Poor packing and shipment
3. Late delivery
4. Late response
5. Any other problem
   * 1. After receiving the complaint from customer it is forwarded to the concerned department for detail investigation through SAP. Concern HOD then reviews the complaint and identifies the root cause analysis of the problem.
     2. After thorough analysis of complaint, corrective action(s)is/are taken on complaint. If the action taken is effective, efficient and satisfactorily, concern HOD/personnel will reply to marketing and sales team through SAP.
     3. Marketing team will share the reply to customer, if customer satisfies, complaint will be closed by marketing department in SAP and if customer is not satisfied then marketing department will communicate with concern personnel for further analysis through SAP.
   1. **Customer Surveys / Feedback**
      1. Customer feedback other than complaints may be considered “continuous improvement” suggestions. Customer feedback may include but is not limited to:
6. Suggestions for process changes that will improve efficiency or quality
7. Ideas for new Products and Services
8. Comments on recognition of high-quality work Products and Services.
   * 1. Activities associated with Customer Feedback should be documented on the Customer Feedback form, concerned to compliance team the progress of the customer feedback.
     2. Customer Feedback Survey is conducted on regular basis to monitor the customer satisfaction and identify customer needs and expectations. Marketing department is responsible for conducting customer surveys. Customer surveys are done by using the following methods:
9. Designing surveys forms/questionnaires and circulating these forms to customers
10. Collecting feedback through phone calls and personal visits
11. Collecting feedback through participating in different events and exhibitions.
12. **Associated Documented Information**
    1. Customer Feedback Form
    2. Customer Complaint Form
    3. Customer Complaint Log
    4. CPAR Forms

**Amendment History Record**

| **Revision Number** | **DCR Number** | **Section** | **Amended Text** |
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