Text

Description automatically generated

XMP House, Starnhill Close,  
Ecclesfield, Sheffield,  
S35 9TG, United Kingdom.

This procedure is the property of Manufacturing Made Easy Ltd. It must not be reproduced in whole or in part or otherwise disclosed without prior written consent.

The official controlled copy of this quality manual is the digitally signed PDF document held within our network server and visible to all authorised users. All printed copies, and all electronic copies and versions, except the ones described above, are considered uncontrolled copies which should be used for reference only.

**ISO 9001:2015**

**Control of Customer Satisfaction**

Approval

The signatures below certify that this management system procedure has been reviewed and accepted, and demonstrates that the signatories are aware of all the requirements contained herein and are committed to ensuring their provision.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Name | Signature | Position | Date |
| Prepared by | Dhairyasheel Ashok Mulik Patil |  | Quality Manager |  |
| Reviewed by | Dr Prveen Bidare |  | Senior Engineer |  |
| Approved by | Joyti Bidare |  | CEO |  |

Amendment Record

This procedure is reviewed to ensure its continuing relevance to the systems and process that it describes. A record of contextual additions or omissions is given below:

|  |  |  |  |
| --- | --- | --- | --- |
| Page No. | Context | Revision | Date |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Company Proprietary Information

The electronic version of this procedure is the latest revision. It is the responsibility of the individual to ensure that any paper material is the current revision. The printed version of this manual is uncontrolled, except when provided with a document reference number and revision in the field below:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Document Ref. |  | | | | | Rev |  |
|  |  |  | | | |  |  |
| Uncontrolled Copy |  |  | Controlled Copy |  |  | Date |  |

# Contents

[1 Control of Customer Satisfaction 3](#_Toc482262376)

[1.1 Introduction & Purpose 3](#_Toc482262377)

[1.1.1 Process Activity Map 3](#_Toc482262378)

[1.1.2 References 3](#_Toc482262379)

[1.1.3 Terms & Definitions 3](#_Toc482262380)

[1.2 Application & Scope 4](#_Toc482262381)

[1.3 Responsibilities 4](#_Toc482262382)

[1.4 Controlling Customer Satisfaction 4](#_Toc482262383)

[1.4.1 Customer Satisfaction Surveys 4](#_Toc482262384)

[1.4.2 Customer Feedback 4](#_Toc482262385)

[1.4.3 Customer Data Analysis 5](#_Toc482262386)

[1.4.4 Monitoring Effectiveness of Operation Control 5](#_Toc482262388)

[1.4.5 Review 5](#_Toc482262389)

[1.5 Forms & Records 5](#_Toc482262390)

[1.6 Customer Complaints Process Map 7](#_Toc482262391)

1. Control of Customer Satisfaction
   1. Introduction & Purpose

The purpose of this procedure is to describe the methods for measuring, monitoring and interpreting customer perception information to determine whether Manufacturing Made Easy Ltd is meeting customer requirements. Manufacturing Made Easy Ltd recognizes that the customer feedback process has important links and interfaces between other management system process that include, but are not limited to; customer communication, product design and development validation, Product and process validation.

* + 1. Process Activity Map

Output

* Conforming processes
* Continual improvement
* Customer satisfaction
* Satisfaction surveys
* Satisfaction data

How

* On-time delivery
* Satisfaction survey
* Process audit checklist
* Forms & reports

With what measure

* No. of corrective actions
* Repeated NCs
* Rates of return
* Warranty claims

With what

* Customer requirements
* Feedback reports

With who

* Senior Manager
* Quality Manager

Activity

Monitor customers’ perceptions of the degree to which their needs and expectations were fulfilled

Input

* Customer complaints
* NC Reports
* Areas of concern
* Product & service conformity
* External providers
  + 1. References

| **Standard** | **Title** | **Description** |
| --- | --- | --- |
| BS EN ISO 9000:2015 | Quality management systems | Fundamentals and vocabulary |
| BS EN ISO 9001:2015 | Quality management systems | Requirements |
| BS EN ISO 9004:2000 | Quality management systems | Guidelines for performance improvements |
| BS EN ISO 19011:2011 | Auditing management systems | Guidelines for auditing |

* + 1. Terms & Definitions

| **Term** | **ISO 9000:2015 Definition** |
| --- | --- |
| Customer Satisfaction | The customer’s perception of the degree to which their requirements have been fulfilled |
| Customer | An organization or person that receives a product |
| Specification | Document stating requirements |
| Product | Product for Manufacturing Made Easy Ltd is Product Design (i.e. 3D model, 2D model), Prototype |

* 1. Application & Scope

The scope of this procedure is to assess the level of customer satisfaction by obtaining input from various sources defined herein. Trends and key indicators of satisfaction are captured and benchmarked. Customer satisfaction information is obtained from customer feedback and by analyzing customer responses to:

* Repeat customers and market share;
* Analysis of customer complaints and customer satisfaction surveys;
* Recognition and awards;
* Growth of key accounts;
* Analysis of credit notes;
* On-time delivery.
  1. Responsibilities

Top Management is required to:

* Ensure that customer requirements are determined;
* Ensure that customer requirements are met and to enhance customer satisfaction.

The Quality Manager is required to:

* Identify the root causes of customer complaints;
* Initiate corrective action to eliminate or reduce the causes of customer complaints;
* Analyze customer satisfaction data and determine trends.

The Senior Manager is required to:

* Gather and collate customer satisfaction data;
* Respond to customer complaints and feedback.
  1. Controlling Customer Satisfaction
     1. Customer Satisfaction Surveys

The Senior Engineer conduct customer satisfaction surveys.

* A customer satisfaction survey form is sent with each product or at the completion of service;
* If a customer does not respond within four weeks, a follow-up telephone call is made and a verbal survey is conducted;
* The results customer satisfaction data are used to determine conclusions on the quality of product;
* Customer satisfaction data is analysed to determine trends;
* The findings are reported to management quarterly and presented at management review meetings.
  + 1. Customer Feedback

Customer complaints, spontaneous feedback on satisfaction and other unsolicited customer feedback are collected using the customer feedback form and are processed by Senior Engineer :

* Customer feedback is recorded and categorized to aid data analysis
* The level of customer satisfaction is scored
* Customer feedback data is compiled by the Senior Engineer;
* Customer feedback data is analysed and reviewed by the Quality Manager;
* The findings are reported to management quarterly and presented at management review meetings
  + 1. Customer Data Analysis

The results of sales and market data analysis are reviewed and approved by the Quality Manager and presented at management review meetings. The Senior Engineer will analyze data to determine:

* Repeat customers;
* Ordering patterns;
* Customer referrals;
* Competitive products;
* Market share.
  + 1. Monitoring Effectiveness of Operation Control

Departmental managers monitor the effectiveness of operational controls that are implemented by tracking trends of key performance indicators. This data is used for the purpose of evaluating process performance.

* + 1. Review

The Quality Manager reviews and presents summaries of customer feedback and complaints. The analysis and customer satisfaction report includes:

* % Satisfied customers;
* % Dissatisfied customers;
* Customer acquisition, retention and defection;
* Cost of customer claims and returns;
* Repeat business volume;
* Trends, comparison and benchmarking.
  1. Forms & Records

All documentation and records generated by the customer satisfaction process are retained and managed in accordance with the Control of Documented Information procedure.

| Title & Description |
| --- |
| Customer Satisfaction Survey |
| Customer Feedback Log |

* 1. Customer Complaints Process Map

|  |  |  |
| --- | --- | --- |
| **Quality Manager** | **Senior Engineer** | **Customer** |
| Add to customer feedback form  Investigate nature of feedback/complaint  Initiate corrective actions  Customer Complaint/Feedback  Verify close-out  Update system metrics  Prepare report  Review effectiveness of corrective action  Determine need for corrective action  Close-out corrective actions  Update customer with status  Analyze complaint/ feedback data  NO  YES |  |  |