



EMERALD RESILIENT TYRE MANUFACTURERS PVT. LTD.,
79 & 80, Export Promotional Industrial park,
SIPCOT Industrial complex,
Gummidipoondi.

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QUALITY PROCEDURE MANUAL FOR CUSTOMER RELATED PROCESSES

1.0 PURPOSE:

The purpose of this procedure is to determine the requirements related to the product, implement communication arrangements with customers and enhance customer satisfaction.

2.0 SCOPE:

This procedure is applicable to both Prospective and Existing customers.

3.0 RESPONSIBILITY:

Head of Marketing

4.0 AUTHORITY:

This procedure is approved and authorized by CEO&JMD and can be amended only by him.

5.0 DEFINITIONS:

CDB - Customer Data Base

ERF - Enquiry Review Form

CRF - Contract Review Form

PM - Product Master

CM - Customer Master

PO - Purchase Order

TIR - Tyre Inspection Report

FOCRN- Free Of Cost Recommendation Note

CFIR - Complaint First Information Report

PREPARED BY

APPROVED BY

ISSUED BY


REVISION NO: 0

DEPT HEAD

CEO & JMD

Management
Representative

REVISION DATE: --

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6.0 PROCEDURE:

6.1 The requirements related to product, service including statutory & regulatory requirements if any, will be obtained from both existing and prospective customers which will be reviewed at various stages of marketing process given below :

- 1) Follow up of Prospective customers & Existing customers
- 2) Enquiry generation, review and offer extension
- 3) PO generation, review, amendment and execution
- 4) Measurement of customer satisfaction
- 5) Assessment of customer complaints and review

6.2 Follow up of Prospects and Existing customers :

6.2.1 Prospective customers :

6.2.1.1 New prospects are followed up for introduction of products and sourcing business


6.2.1.2 The details related to the customer profile - their needs and expectations related to product and service; The application aspects prevailing at the workplace; the business potential available; the competitor's activities; The clinching factor for sourcing business & the follow up action plan are to be recorded by the marketing executive in the Customer Data Base (CDB) format.

6.2.1.3 CDB to be updated during all subsequent follow up activities with the prospects
for sourcing business

6.2.2 Existing customers:

6.2.2.1 CDB will be updated for all existing customers by the marketing executive and will be part of their daily reporting

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6.2.3 The product informations, such as catalogues are provided to the customers for easy selection of product based on their requirements, while follow up

6.2.4 The customer can also avail the product informations through website and exhibitions as applicable

6.3 Enquiry generation, review and offer extension :

6.3.1 Enquiry review form is mandatory for all enquiries received from the prospective and existing customers. The reviewed contents are filled up / updated in the ERF

6.3.2 All enquiries are reviewed for its adequacy of information with the marketing executive and customers- as the case may be - before extending the offer in the quotation format

6.3.3 Enquiry are addressed within 24 hours and recorded in Enquiry tracker (domestic customers)

6.3.4 Enquiry conversion is assessed once in a fortnight to understand the level of acceptance of the offer with the objective of improving the conversion rate (domestic customers)

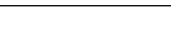
6.3.5 Enquiry communication from the customer; enquiry review form; Quotation & proforma (wherever applicable); forms part of the contract review as applicable for the orders finalized

6.3.6 A single back up document is sufficient for schedule orders and routine supplies which shall be updated before every supplies

6.3.7 The customers will also place enquiries with the product information provided (such as catalogues and exhibitions as applicable)

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6.4 PO Generator, Review, Amendment and Execution :

- 6.4.1 All purchase orders / pro-forma invoices received from the customer will be reviewed with the agreed terms finalized during the Enquiry-Quote
 - 6.4.2 The stated and implied needs for delivery and post delivery process and also the expectations spelt out by customers will be recorded in the Contract Review Form (CRF), as applicable, by the field executives.
 - 6.4.3 The customer details with respect to the statutory and regulatory aspects besides the contact details and transporter/ courier preferences are taken / updated in the Customer Master (CM)
 - 6.4.4 The product / size/ version details(as per Product chart -Annexure A) finalized for the order are updated in Product Master (PM) for processing the sales order. For long standing customers, the version of tyres agreed at specified intervals.
 - 6.4.5 P.O. form shall be used wherever the formal order is not issued which shall be authorized by the marketing executive for the sufficiency of details. The copy of P.O. form shall be forwarded to the customer for his formal acceptance.
 - 6.4.6 P.O. amendment form will be filled up for any amendments to the P.O. which will be supported with the backup document for the communication with the customer
- on the subject matter (through mailer)
- 6.4.7 All backup document initiated during Enquiry-Quote phase forms part of the contract review
 - 6.4.8 The requirements of the customers assessed in the Enquiry-Quote-P.O. processes to be integrated with the subsequent Sales Order preparation and despatch processes. The SO will be prepared in line with CRF by back office staff.

6.5 Measurement of Customer Satisfaction:

- 6.5.1** Customer Feedback (CFB) is obtained from all existing customers once in six months Period
- 6.5.2** Feedback from customers has to be taken by the field personnel from all existing customers during their routine call visit and record it in customer feedback form and this forms part of their daily reporting arrangement
- 6.5.3** The feedback covers all key aspects of our supplies and helps in assessing the level of satisfaction and also the gap in meeting the customer's expectations to enhance the satisfaction level

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6.5.4 The overall grading is taken as the basis for assessing the satisfaction and the grading index measuring the satisfaction level are as follows :

Grade A(100)	Delighted
Grade B(75)	Satisfied
Grade C(0)	Unsatisfied

6.5.5 The highlights and area of improvements of our transactions are recorded to assess whether the efforts of the organization are in line with the customer demands. And the necessary action plan is derived to make the customer delighted by the marketing head in discussion with the operation as applicable

6.5.6 Field personnel will ensure to include the area of improvements and expectations specified in the customer feedback at the time of reviewing the contract when the order is received from the customer.

6.5.7 Field personnel will take specific feedbacks on the areas attended on the behest of customers to review the improvement in satisfactory level in their next visit post subsequent transactions

6.5.8 The customer satisfaction level will be communicated to the operations head at fixed intervals(once in 6 months)

6.6 Assesment of Customer complaints and review:

6.6.1 All product or service related complaints need to be recorded with a distinct reference number for follow up and duly acknowledged within 48 hours for its receipt and action plan

6.6.2 The claim will be followed up for further information / complaint tyre / spot visit requirements with the customer to get to the root cause of the problem and for implementation of the CAPA


6.6.3 Stencil # reference / image and Complaint First Information Report (CFIR/FOCRN) from customer or marketing executive forms part of the complaint evaluation process for product related complaints and forwarded to technical head.

6.6.4 FOC replacement will be done with due intimation on the findings/CAPA to the customer, at the discretion of marketing or technical head

6.6.5 Analysis report / findings of the complaints, the effectiveness of the corrective action plan and the feedback from the customer with respect to the complaint are reviewed periodically with the objective of improving the satisfaction level of the customers for their retention

6.6.6 Service related deficiencies are recorded and attended to on priority and satisfaction level to be obtained from the customer as a follow up to the corrective action taken

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7.0 RECORDS:

- 1) Customer data base (FT/MKT/12)
- 2) Enquiry form (FT/MKT/8)
- 3) Contract review form (FT/MKT/01)
- 4) Customer Master data sheet (FT/MKT/07)
- 5) Product Master (FT/MKT/09)
- 6) Purchase order form (FT/MKT/4A)
- 7) Customer feedback form (FT/MKT/03)
- 8) Free of Cost Recommendation Note-FOCRN (FT/MKT/11 A)
- 9) Complaint log-Product (FT/MKT/05)
- 10) Complaint log - service (FT/MKT/5A)
- 11) Complaint First Information Report (FT/MKT/06)

8.0 REFERENCE:

Complaint activity flow
Product chart - Annexure A

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