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| DOCUMENT TITLE: Customer Satisfaction | |

| HISTORY LOG | | | | |
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| 0 | 31 Mar 11 | Initial | Jeffrey Foo | Lee Kock Hin |
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1 Customer Satisfaction

The objective of analyzing customer satisfaction is to determine if the organization is meeting customer requirements in the engineering and project execution phase. This data is used to find ways to improve customer satisfaction in our products and services.

There are several ways to understand customer satisfaction. At PSC, customer satisfaction data is gathered via interview.

Customer satisfaction analysis leads to continual improvement.

2 References

YKW-CS-Survey-R3, Customer Satisfaction Survey form
YKW-CS-Result-R3, Customer Satisfaction – Survey Results

3 Interviews

Customer satisfaction data is collected via interview using YKW-CS-Survey-R3. The rationale is that the nature of our products and services is rather complex, and the customer representative, from whom we are gathering data from, may not be fully aware of all the processes involved in the engineering. He may not have participated in the whole project. By adopting the “interview” approach, we can quickly clear misconceptions on various aspects and thereby gather data that are more accurate.

Customer survey is to be carried out at the end of FAT/IFAT. This is intended to collect customer satisfaction feedback for the engineering phase of the project.

Any of the department managers, as management representatives, may perform this data collection function. The Project Manager is excluded from this process to avoid bias and distortion of data input. This also gives the department managers a good idea of the attitude and nature of the customer when discussing the issues with the concerned Project Manager.

The interviews are best conducted at YEI/YEA. Other locations can be chosen according to the situation and preferences of the parties concerned.

4 Data analysis

Customer satisfaction survey records and results are filed at PSC QA portal and reviewed at project closeout meeting.

Data analysis is an integral part of this customer satisfaction process and reported to PSC management and Corporate Quality.

5 Follow-up actions

When surveys are completed, the manager concerned is required to send a fax or email, thanking the customer representative for his/her participation in our improvement effort. The message should also indicate our analysis of this particular survey and the follow up actions that PSC will take with respect to the feedback obtained from this customer.

This response is important in assuring the customer that PSC takes customer surveys seriously and is committed to delivering quality products and services.

6 End of document