**CIS INTERNATIONAL HOLDINGS CORP**

**OPR FOR DIRECT STORE FEEDBACK SURVEY**

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| **SUBJECT** | **DIRECT STORE FEEDBACK SURVEY** |
| **DEPARTMENT** | **COUSTOMER SERVICE** |
| **RECORDER (Name & Designation)** | **VIKUM MARASINGHE (CSE)** |
| **APPROVEDBY (Name & Designation)** | **PURODHA PERERA (HOD CS)** |
| **CREATED DATE** | **10/19/16** |
| **LAST UPDATED (MM/DD/YY)** | **11/30/16** |
| **PATH ON NETWORK FOLDER** | **N/A** |
| **NO. OF PAGES INCLUDING THIS PAGE** | **4** |

***Direct Store Feedback Report***

* The main purpose of this report is to collect customer feedback on CIS Purchase Orders Once Delivered to the Store’s.
* Customer feedbacks are used to identify, categories, analyze and resolve the issues and complaints received from the customer and to constantly improve the delivery of quality livestock.
* Call the Store’s at least 24 Hrs. after the delivery date and Speak with the Aquatic Specialist or the Store Manager and collect feedbacks on the PO’s Delivered.

***Collecting the necessary information prior to the Survey.***

On daily basis Buddika / Production Planning will send the Dispatched PO Information to IT Admin and Umesh/IT Admin will pull Store information and Store located States from the system and create a report with following details and forward it to the CS.

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| --- | --- | --- | --- |
| Fish Criteria | PO Number | Store Number | Store State |
| Guppy | 4315687 | 122 | CA |
| Betta | 4782344 | 334 | NY |

***How to make the Call,***

* Direct Store Feedback Survey is done at least 24 Hrs. after a certain shipment is delivered to the Store.
  + EX: PO#4315687 ships on Monday and delivers on Tuesday. And on Wednesday CS is calling the Store 122 and collect the feedback on the Guppy Shipment delivered to the Store on Tuesday.
* The Contact information of all Stores are on the “Active Store List” and you can filter the contact details from the Store Number.
  + If there are any missing contact information on the Active Store List (New Store’s), You can find the information by Googling “Petco Store Number … “and Please enter the new information on the Active Store list for future use.
* Check PO details on ETF prior to the Call (PO Dispatched Date / Delivery Date / Fish Varieties and quantities Shipped / Store information on ETF /UPS delivery information)
* Call the Store through Skype using Skype Credit.

***Direct Store Feedback Survey – Questions & Feedbacks***

* Direct Store Feedback Survey is conducted mostly on Live Fish, Plants, Promo Shipments and on Special requests (Requests from Husbandry Team and Management)
* The questions CS ask on the delivered Shipments from the Aquatic Specialist or the Store Manager can be different from Shipment to Shipment.
* Please refer below Standard question’s CS on Live fish & Plant Shipments Delivered.

**Live Fish**

1. Quality of the Fish received
2. The DOA count (How many fish died on arrival)
3. Whether the Store louse any fish within next 24 Hrs. of delivery.
4. Water quality
5. Packing issues
6. Any other complaints or Suggestions on the PO’s
7. How they rate the delivered PO in general (Good, Moderate or Poor)

**Plants**

1. Quality of the Plants received
2. Quality of Packing (How good was the packing job)
3. Any complaints or Suggestions on the Plants received
4. If there are any Damaged or Destroyed Plants on arrival (Quantity of the damaged Plants or Pots, Reason – Due to packing or other)

***Reporting Feedbacks***

The Feedbacks received from the Stores are entered in two Reports.

* Customer feedback Report (Used for CS record keeping purposes only)
* [193/651 Customer - Direct Store Feedback Report](http://cis.eteknowledge.com/RC_Login.aspx?rOwner=vikumm&rCode=DSCFR&rDate=11/28/2016)  (Send it as a Report through ETF)

***Important Highlights:***

1. For High DOA’s & DNR’s please make replacements if the PO is still open from store’s end.
2. Any Packing related incidents reported should be escalated to the Warehouse Management separately.
3. Any other special incidents reported (out of the ordinary) should forward to Matt (Business Manager) and the US Husbandry Team.