**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)** | **03/05/17** |
| **PATH ON NETWORK FOLDER** | **N/A** |
| **NO. OF PAGES INCLUDING THIS PAGE** | **5** |

**Direct Store Feedback Report**

1. The main purpose of this report is to collect customer feedbacks on CIS Purchase Orders Once Delivered to the Retail Pet Stores.
2. Customer feedback is used to identify, categories, analyze and resolve the issues and complaints received from the customer and to constantly improve the delivery of quality livestock.
3. Feedback is obtained after 24 hours from PO received by the Pet Store.
4. Most often information/feedback is obtained by the Store Manager or the Aquatic Specialist

**Preparation of the 193 Direct Store Feedback Report**

1. On daily basis the Production Planning Team will be escalading the Dispatched PO Information to IT Admin
2. IT Admin would gather the Store information and Store located States from ETF and create a report with following details and forward it to the CS Department.
3. E.G:

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

**How to make the Call to 193 Stores in order to obtain feedback:**

1. Direct Store Feedback Survey is done at least 24 Hrs. after a certain shipment is delivered to the Store.
   1. 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.
2. The Contact information of all Stores are on the “Active Store List” (Saved on SharePoint) and all Store contact information could be filter
3. If there are any missing contact information on the Active Store List (New Store’s), this information could be searched on Googling through the below website for by further searching via internet
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Once obtained, this information will be saved on the Active Store list for future reference.
5. PO details will be checked on ETF prior to the Call (PO Dispatched Date / Delivery Date / Fish Varieties and quantities Shipped / Store information on ETF /UPS delivery information)
6. The store will be contact via AT&T, Skype or Viber.

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

1. Direct Store Feedback Survey is conducted mostly on Live Fish, Plants, Promo Shipments and on Special requests (Requests from Husbandry Team and US WH/CIS Int’l Management)
2. The questions CS representative ask on the delivered Shipments from the Aquatic Specialist or the Store Manager could differ from Shipment to Shipment.
3. Below are Standard question’s CS on Live fish & Plant Shipments Delivered.

**Live Fish**

**Guppies & Betta’s**

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

**Neon Tetra**

1. How was the PO arrival condition? (Good, Moderate or Poor)
2. Size of the Neon Tetra’s received (Happy with the size received? Prefer different size?)
3. Quality of the Fish received.
4. The DOA count (How many fish died on arrival)
5. Whether the Store louse any fish within next 24 Hrs. after delivery.
6. Water quality
7. Any Packing issues
8. Any other complaints or Suggestions on the PO’s
9. How they rate the delivered PO in general (Good, Moderate or Poor)

**Plants**

1. How was the PO arrival condition? (Good, Moderate or Poor)
2. Quality of the Plants received
3. Quality of Packing (How good was the packing job)
4. Any complaints or Suggestions on the Plants received
5. 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 on two Reports.

1. [**193/651 Customer - Direct Store Feedback Report**](http://cis.eteknowledge.com/RC_Login.aspx?rOwner=vikumm&rCode=DSCFR&rDate=11/28/2016)  **(Report through ETF)**

Daily basis 193/651 Customer - Direct Store Feedback Report will be sent via ETF Report Calendar to Matt (Business Manager-US), Brian (Husbandry Manager-US), Andy (Warehouse Manager), Audit, Customer Service, Production Management, QA Team.

On Direct Store Feedback Report following information needs to be completed after each Call.

* Fish Criteria
* PO Number
* Store Number
* Store State
* Arrival Condition (Good, Moderate or Poor)
* Fish DOA’s (QTY, Percentage, Fish Variety)
* Fish DNR’s (QTY, Percentage, Fish Variety)
* Status of fish after 24 Hours of arrival
* Additional Comments
* PO Received Date / PO Delivery Date

Important: Based on the feedbacks received, Audit is preparing a report, Incident Analysis Report. (Also includes the incidents received through CS – Calls, Emails, Fax, VM’s and the Incident report sent by the Client on every Monday)

Every Thursday on Incident Analysis Meeting the Participants (US Management, Husbandry Team, QA Team, Audit and CS) review the Incident Analysis Report and make decisions based on the information.

1. **Customer feedback Report (Used for CS record keeping purposes)**

On Customer Feedback Report following information needs to be completed after each Call.

* Fish Criteria
* PO Number
* Store Number
* Store State
* Feedback Received Date / Time
* Name of Petco Personnel contacted (Aquatic Specialist / Store Manager)
* Arrival Condition (Good, Moderate or Poor)
* Fish DOA’s (QTY, Percentage, Fish Variety)
* Fish DNR’s (QTY, Percentage, Fish Variety)
* Status of fish after 24 Hours of arrival
* Additional Comments
* PO Received Date / PO Delivery Date

***Important Highlights:***

1. For High DOA’s & DNR’s please make replacements and PO needs to be 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.