

A. Customer Complaint Register

ID	Date	Product	Issue Type	Root Cause	Severity	Resolution Time	Status
CC01	01-Jun	Yogurt	Temperature abuse	Reefer delay	Major	48h	Closed

B. CVA Attribute Scores

Attribute	Weight	Your Firm	Competitor A
Cold chain integrity	10	9.0	9.5
Complaint responsiveness	8	7.0	8.2

C. ISO 22000 KPIs (Clause 9.1.2)

KPI	Target	Actual	Source
No. of complaints/month	≤5	8	Complaint Register
% closed within 72 hrs	≥90%	75%	Complaint Register
Corrective actions logged	100%	90%	NC/CA Tracker

Eg KPI-Complaint-CVA Linkage

Complaint Type	Frequency	ISO Clause	KPI Affected	CVA Attribute Affected
Temperature abuse	4/month	8.5.4, 9.1	Cold chain deviation rate	Cold chain integrity score
Delivery delays	3/month	8.6.1	On-time dispatch rate	On-time delivery score
Poor customer care	2/month	7.4.3	Complaint resolution time	Customer service score