

### Purpose:

A customer complaint highlights a problem, whether that's a problem with our product, employees or internal processes, and by hearing these problems directly from our customers, we can investigate and improve to prevent further complaints in the future.

The media of the complaints we get is from Field Service Report, Customer Satisfaction Survey, Direct calls from the customer, Internal Team informing addressing the customer issues, while customer meeting, Operator Meeting and sometimes while direct visiting the customers.

### Scope:

Entire Range of Products manufactured by AJAX

- ARGO-SLCM
- Batching Plant
- Concrete Pump
- Transit Mixer
- Boom Pump
- Tunnel Dumper
- Site Dumper
- Paver

### Responsibility:

- Field service - DGM Service, AGM service, Service Manager, Area Manager, Territory Incharge, Service Co-ordinator, Dealer Service Manager, Dealer Co-ordinator & Dealer Service Engineers.
- Administrative-Regional Manager Sales, Sales Manager, Sales Engineer

### Definition and Symbols

SM- Service Manager

TI- Territory Incharge


FSR- Field Service Report

DMS- Dealer management System

AE – AJAX Engineer

### STEP-1- Customer Complaint

Customer complaints are received through FSR, when the rating is average and poor, CSS- Customer satisfaction survey, Direct calls to Regional Manager Sales, Service manager, AGM and DGM, while customer Meet, Operator meet, IC-Interaction centre and direct visit to customer.

<b>AE/SER/SOP/06</b> <b>REV NO-4.0</b>	<b>SOP – CUSTOMER COMPLAINT</b>	<div style="text-align: right;"> <b>Sep - 20</b> </div> 
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#### **STEP-2 Customer complaint register**

Based on the complaint received the AE- Service Manager, AE-Territory Incharge, Dealer service manager shall register the complaint in the Customer complaint register. In the complaint register the Customer details along with the equipment details shall be registered.

#### **STEP-3 (1<sup>st</sup> Level) - Dealer Service Manager and AE-Territory Incharge**

Based on the Complaint the dealer service manager or AE- Territory Incharge are responsible to resolve the customer issue and make necessary plans and actions in order to satisfy the customer. If the complaint is still open continue next step. (The customer complaint must be closed within 3 W-Days from the date of receiving the complaint)

#### **STEP-4 (2<sup>nd</sup> Level)-AE-Service Manager**

When the first level is failed to provide solution to satisfy the customer it is escalated to the AE-Service Manager. AE-Service Manager will investigate the reason and root cause for the customer complaint. Thus by preparing an action plan AE-Service Manager will call the customer or directly visit the customer to satisfy the customer. (The customer complaint must be closed within 5 W- from the date of receiving the complaint)

#### **STEP-5 (3<sup>rd</sup> –Level) AE-Deputy General Manager**

When the Second level is failed to provide solution to satisfy the customer it is escalated to the AE-DGM Service. DGM Service will investigate the reason and root cause for the Customer complaint. Thus by preparing an action plan DGM-Service will call the customer or directly visit the customer to satisfy the customer. (The customer complaint must be closed within 7 W- from the date of receiving the complaint)

#### **STEP-6 Closing the customer complaint**

The customer complaint must be closed in the register and monthly the complaint register must be reviewed to make action plan for preventing customer complaints.

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