

			<h2>Customer Satisfaction</h2>
QMS GI-Q9	Rev A	Date 06-08-12	Procedure Authority: Quality Assurance Manager

Purpose: The purpose of this procedure is to describe the method and resources used to monitor customer satisfaction.

Scope: This procedure applies to all aspects of customer satisfaction, and far as investigating, understanding, communicating, and repairing customer satisfaction or perception as needed.

Responsibility: The Quality Manager is responsible for the administering this procedure.

Definitions: NA

Reference Documents: NA

Procedure – Investigating a new supplier:

1. Much information and data, related to customer satisfaction, is available and will be tracked and monitored to determine if customer requirements are being met, customer satisfaction is positive and customer perception is sound.
2. Some of the information is subjective, difficult to quantify, but still very useful. For example, feed back from customers, sales call information, results from customer visits, phone call reports, etc. This information will be shared among the management staff and as appropriate, should be documented and posted for all Bachman Machine employees.
3. Other information is more tangible and quantifiable. All of the following can be good indicators of customer satisfaction and perception.
 - a. Internal reject rate – PPM
 - b. External reject rate – PPM
 - c. Delivery performance (including incidents of premium freight)
 - d. Inventory turns
 - e. Production efficiencies
 - f. Customer report cards
4. The above mentioned data, coming from multiple sources, will be shared with management staff as well as all other BMC associates to present an indication of customer satisfaction.
5. If goals are not met or problems have shaken customer perception, appropriate corrective measures will be taken.