

QUALITY MANAGEMENT PROCEDURE FOR CUSTOMER SATISFACTION

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1. APPROVAL

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2. PURPOSE

The purpose of this procedure is to describe the methods for measuring, monitoring and interpreting customer perception and determine if **Insert Your Company** is meeting customer expectations.

3. SCOPE

This procedure applies to the assessment processes of determining customer satisfaction levels by obtaining input from the various sources defined herein.

4. TERMS AND DEFINITIONS

Term	Definition
Corrective Action	An action to eliminate and control the cause of identified non-conformance to maintain and improve the system.
Product and Services	Outputs that Insert Your Company offers to meet the customer's requirements. A product is a physical outcome of a process while a service is the result of an event or actions to meet the customer's requirements.
Stakeholder	A person or organization that has an interest in or is impacted by our business activities. Stakeholders may participate in or contribute to the decision-making process associated in any way with 'interested party'.

5. ROLES AND RESPONSIBILITIES

Managers are responsible for:

- Ensuring customer requirements, needs and expectations are determined.
- Ensuring customer requirements are met and to enhance customer satisfaction.
- Analyzing customer satisfaction data and determining trends.
- Responding to customer complaints and feedback.
- Identifying the root causes of customer complaints.

Supervisors are responsible for:

- Communicating customer complaints and feedback to senior management.
- Implementing corrective and preventative actions to eliminate or reduce the causes of customer complaints.

Workers are responsible for:

- Reporting information that may contribute to enhancing customer satisfaction levels.