Procedure: Feedback and Customer Satisfaction

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Customer satisfaction is a requirement of ISO9001:2015 – published Sept 2015

Ensure the feedback system includes collecting and monitoring information relating to meeting customer requirements.

This procedure is intended as an example only of how a feedback system can be documented.

# Purpose

This procedure describes a system, provides instructions and assigns responsibilities for gathering and analysing post-production feedback and determining customer satisfaction at [Company].

# Scope

The scope of this procedure includes products, delivery, service and other activities impacting on product suitability and customer satisfaction.

# Responsibilities

Amend to reflect company structure.

|  |  |
| --- | --- |
| Role | Responsibility |
| Quality Manager | * Collates and manages customer feedback. * Distributes this information to the Managing Director and Production Manager. * Investigates issues raised by customers relating to product quality. * Undertakes corrective and preventative actions to ensure conformance of the product to quality requirements. |
| Production Manager | * Investigates issues raised by customers relating to product quality. * Undertakes corrective and preventative actions to ensure conformance of the product to quality requirements. |
| Managing Director | Ensures the quality of the drug product to customers. |

# Procedure

## Feedback system

The feedback system collects and analyses information about post-production performance of products. It provides an early warning of quality problems and an input to corrective and preventive actions.

Feedback information is collected from the following sources:

Delete or add to this list as appropriate to the company.

* Customer complaints - complaints are collected, classified and analysed according to Procedure QP808: Customer Complaints.
* Returned products - defective returned products are inspected and evaluated according to Procedure QP805: Managing Deviations.
* Clinical evaluations - results of clinical studies (internal and external) are reviewed to determine the need for any corrective or preventive actions.

These are actioned according to Procedure QP809: Corrective and Preventative Action.

## Customer satisfaction

Customer satisfaction is based on collecting information from sources such as complaints, surveys and customer responses. Analyse the data in categories corresponding to relevant aspects of the product or service that are important to customers.

This procedure describes presenting results for management review as part of the regular QMS review. Other methods of communicating to management are acceptable. Edit as appropriate.

Information and data on customer satisfaction is acquired from customer feedback and by analysing customer responses to surveys, as follows:

The following are examples of customer feedback that may be used to determine the level of customer satisfaction. Edit to reflect the practices of [Company].

* Customer complaints and other feedback are collected and reviewed by the Quality Manager. Information is classified and analysed to obtain a measure of customer satisfaction as per Procedure QP808: Customer Complaints. Results are periodically presented to management review meetings according to Procedure QP501: Management Review.
* Surveys address aspects of products and services that contribute to customer satisfaction. Where appropriate, questionnaires are classified as per Procedure QP808: Customer Complaints. Results from all relevant sources are compiled and analysed and the data presented for management review.

## Analysis of customer satisfaction results

This section describes the merging of all customer satisfaction data, its analysis and presentation to management. Describe how the data is analysed and communicated in the company.

The Quality Manager assembles, integrates and analyses all customer satisfaction data collected from the various sources in order to provide an overall picture of the performance of the company's products and services.

Results of the analysis are presented to top management at management review meetings (refer to Procedure QP501: Management Review). All aspects of customer satisfaction are compared with results from previous years and to projections for the current and future year.

Senior managers review the reasons for successes or failures in reaching customer satisfaction objectives and provide input and resources for setting and achieving new objectives.

Appendices

Amend as required or delete.

Definitions

Amend as required or delete.

| Term | Definition |
| --- | --- |
|  | Insert terms/abbreviations and definitions for those used within the procedure. Do not include any terms or abbreviations not used within the procedure. |
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Document Information

| Revision History | | | |
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| Revision | Modified by | Change Control No. | Description of Change |
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Complete the above fields for each revision of this document. Ensure that there is sufficient description of changes so that the change history of this document can be followed. Additional columns can be added to include document/change tracking numbers generated by your company’s systems if required (eg. change control).

| Associated forms and procedures | |
| --- | --- |
| Doc. No. | Document Title |
| QP501 | Management Review |
| QP805 | Managing Deviations |
| QP808 | Customer Complaints |
| QP809 | Corrective and Preventative Action |

List all controlled procedural documents referenced in this document (for example, policies, procedures, forms, lists, work/operator instructions

| Associated records | |
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List all other referenced records in this document. For example, regulatory documents, in-house controlled documents (such as batch record forms, reports, methods, protocols), compliance standards etc.

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