Procedure: Feedback and Customer Satisfaction

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Customer satisfaction is a requirement of ISO 9001 but not of either ISO 13485 or CFR 820.

To comply with ISO 13485 only, remove customer satisfaction from the title and the related customer satisfaction sections of this procedure. Ensure the feedback system includes collecting and monitoring information relating to meeting customer requirements (refer ISO 13485 Clause 8.2.1, Feedback).

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.

# Scope

The scope of this procedure includes products, delivery, servicing and other activities bearing on product suitability and customer satisfaction at [Company].

# Responsibilities

|  |  |
| --- | --- |
| Role | Responsibility |
| All personnel |  |
| Quality Manager |  |
| Customer Complaints Manager |  |
| Marketing Manager |  |

Amend roles and responsibilities as applicable for your company processes and structure.

# 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 Sources | Description |
| --- | --- |
| Customer complaints | Complaints are collected, classified and analysed as per Procedure QP809: *Customer Complaints*. Complaints related to product quality are investigated and evaluated by QA. |
| Returned products | Returned products (defective) are inspected and evaluated as per Procedure *QP805: Control of Non-conforming Product*. Reports are evaluated by QA and, where appropriate, corrective and/or preventive actions are initiated. |
| Service records | Service records are analysed by the service department to identify any quality problems or systematic failures. Recurring issues are addressed by QA with formal corrective or preventive actions and documented as per Procedure *QP711: Installation and Servicing*. |
| Spare parts consumption | The sales department monitors orders for spare parts to identify trends that might indicate unusual failure rates. Trends are reported to QA for investigation and, where appropriate, follow-up corrective or preventive action. |
| Clinical evaluations | Results of clinical studies (internal and external) are reviewed by engineering and QA to determine the need for any corrective or preventive actions. |
| Reviews in professional publications | The Marketing Department monitors publications and other media to identify opinions and reviews concerning the company’s products. Information related to product design or quality is forwarded to engineering and QA for evaluation and, where appropriate, corrective or preventive action. |

Amend to reflect the practices of your company.

## 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 are acquired from customer feedback and by analysing customer responses.

| Customer Reponses | Description |
| --- | --- |
| Customer complaints and feedback | Complaints and other feedback are collected and reviewed by QA. Information is classified and analysed to obtain a measure of customer satisfaction (refer to Procedure *QP809: Customer Complaints*). Results are periodically presented to management review meetings. |
| Customer surveys | QA conducts periodic customer surveys. Survey forms are distributed to customers. In the event of a low level of response, a telephone survey may be conducted.  Surveys address aspects of products and services that contribute to customer satisfaction. Where appropriate, questionnaires are classified as per Procedure *QP809: Customer Complaints*. Results from all relevant sources are compiled and analysed and the data presented for management review.  Other forms of survey include ratings cards (enclosed with product), surveys of users, surveys of dealers or distributors, etc. Surveys are not mandated in ISO 9001 but customer satisfaction must be measured by some means. |
| Returns and warranty claims | The reason for each return or claim is recorded and periodically reviewed by QA. To assist with data review, returns are classified into the same categories used for customer complaints. Results of the reviews are presented to management. |
| Repeat customers | Sales records are periodically analysed to identify repeat customers. The ratio of repeat customers is an effective indicator of customer satisfaction. Statistics on repeat customers and trends are presented to management. |
| Market share | The marketing department is responsible for collecting and analysing data regarding competition, competitive products and market share. This data is periodically analysed and presented to management. |

Amend to reflect the practices of your company. Where relevant, provide additional detail. The company’s market share can be an important indicator of customer satisfaction.

## 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.

QA 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. Where relevant and available, satisfaction levels may be compared to those of competitors or companies in similar industries.

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 for the coming year.

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 | | | |
| --- | --- | --- | --- |
| Revision | Modified by | Change Control No. | Description of Change |
| 01 |  |  |  |
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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 |
| QP711 | Installation and Servicing |
| QP805 | Control of Non-conforming Product |
| QP809 | Customer Complaints |

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

| Associated records | |
| --- | --- |
| Doc. No. | Document Title |
|  |  |

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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