
 ADVANTEX	DOC No: AEU00567		TITLE: CUSTOMER FEEDBACK		Advantex Europe Ltd Head Office: Southwell Site Mill Park Way, Southwell Nottinghamshire, UK, NG25 0ET ☎ 00 44 (0) 1636 815555 : 00 44 (0) 1636 817725 Eilborough Site ☎ 00 44 (0) 115 929 5931 : 00 44 (0) 115 929 5774 Video Conference IP 80 176 189 113 www.advantex-europe.co.uk dan@the-advantex-group.co.uk
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DOCUMENT APPROVAL


Author's Signature:

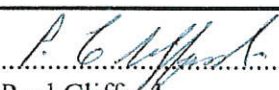
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Signature		Date	22 nd Jul 2015
Print Name	Dan Goldsbrough		
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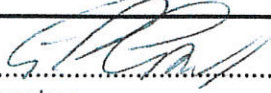
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1.0 PURPOSE

Utilising customer feedback is an integral part of improving performance This SOP describes techniques that may be used to measure customer satisfaction, how it is being collated and reported.

2.0 SCOPE

2.1. The scope of this document covers the methods of obtaining and collating customer satisfaction data at Advanex Europe Ltd.

3.0 TERMS, DEFINITIONS & ABBREVIATIONS

3.1. None

4.0 HEALTH, SAFETY & ENVIRONMENTAL

4.1. None.


5.0 ASSOCIATED DOCUMENTS

5.1. Annual customer satisfaction survey report and central record of additional customer feedback if applicable.

6.0 PROCEDURE

6.1. Annual Survey

- 6.1.1. Each year, a formal customer satisfaction survey will be carried out.
- 6.1.2. Questions are reviewed each year to ensure that they are appropriate and amended as required.
- 6.1.3. The survey results are collated via telephone conversations, face to face discussion and an email invitation to an online survey.
- 6.1.4. The customer list covers a range of industries including medical and automotive customers both existing and those that have lapsed (not bought from Advanex in the last 12 months).
- 6.1.5. Respondents will be from purchasing, engineering and material control disciplines to obtain a fair cross section of views and opinions of the performance of Advanex Europe during the past year and before. The objectives:
 - a) To provide both quantitative and qualitative feedback using a variety of questions.
 - b) To identify our strengths, weaknesses and opportunities.
 - c) To evaluate the relative benchmarks against our competitors.
 - d) To find relevant data to action for the purpose of business expansion and growth.
 - e) To understand the importance of a variety of factors in the purchasing process.

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- f) To ensure the customer contact details we have are correct.
- g) The identification of areas to target as part of continuous improvement initiatives.
- h) Measure performance against the feedback from previous years.

6.1.6. The survey will be broken down into clear and concise sections and a formalised report made for internal management to evaluate and address.

6.1.7. Copies of the report or extracted elements may be circulated to the survey participants.

6.2. Performance Monitoring

6.2.1. Measures of performance that are likely to impact customer satisfaction are continually monitored. These include:

- a) Delivery on time, in full
- b) Customer concerns
- c) Overall satisfaction levels

6.2.2. These results are reported to senior managers and department leaders on a monthly basis.

6.3. Communication

6.3.1. The Sales department regularly communicate with customers by email, telephone and where practical by face to face meetings.

6.3.2. The aim of this communication is to:

- a) Ensure that the customer is satisfied with the service they receive from AEU.
- b) Identify any areas that could improve customer satisfaction.
- c) Address any concerns that the customer may have.
- d) Identify any opportunities for further involvement with the customer.

6.3.3. Information is fed back to appropriate members of staff to resolve any concerns or action any identified improvements.