

Monitoring, Measurement, Analysis and Evaluation

Customer Satisfaction

Aim

To describe the process of monitoring and measuring customer satisfaction to determine desirable changes for the Organisation's products and services.

Responsibility

Management is responsible for determining the appropriate measures, methods and use for monitoring and measuring of customer satisfaction.

The Management Representative is responsible for analysing data and preparing reports for management review.

Management is responsible for initiating feedback projects as warranted.

Customer feedback is solicited on a routine basis.

The Organisation encourages customer feedback. Customer feedback is managed via email by the Management Representative, who responds, escalates and collates as appropriate.

To improve its performance customer feedback is an essential element. Analysis of feedback leads to positive modification of the company's resources, processes, designs and management procedures.

All customer feedback is recorded for subsequent analysis.

Immediate action is taken where feedback indicates a critical non-compliance.

Refer Procedure Corrective Action & Continual Improvement

Management analyses the feedback and modifies resources, processes, designs and procedures as determined.

Management may assign special feedback projects. Project planning will determine objectives, tasks, resources, costs, timing and output. Projects may include:

Direct client communication

- Customer audits
- Other methods identified by management.

Management reviews the data and assigns action items according to the Management Review procedure.

Analysis of Data

Aim

To define the Organisation's process concerning the analysis of data and to reference specific procedures that apply to this subject.

Scope

All data collected, analysed and used to assess and improve the Management System.

Procedure

The Organisation shall collect and analyse appropriate data to determine the suitability and effectiveness of the Management System and to evaluate where continual improvements of it can be made.

Appropriate data includes data generated as a result of monitoring and measurement and from other relevant sources, such as:

- results from customer surveys.
- customer, supplier and employee feedback.
- results from internal audits.
- results from process and product monitoring and measurements.
- results from supplier performance reviews.
- nonconformance reports.

Current Data Available

Data	Method
Employee Consultation	Electronic Form
Incident Statistics	Trend Analysis
Retained Business	Trend Analysis

The purpose of analysing this data is:

- to assess organisational performance against established quality plans and stated quality objectives.
- to identify areas for improvement.
- to help determine the cause of problems; and
- to provide guidance into the most appropriate and effective corrective or preventive action.

Upon completion, analysed data shall provide information on:

- customer satisfaction and dissatisfaction.
- conformity to product requirements.
- characteristics and trends of processes and products, including opportunities for preventive action and/or improvement.
- suppliers and their contribution; and
- organisational effectiveness and efficiency.

The results of data analysis shall be depicted within graphs and charts whenever possible and shall be an input to the Management Review process.