



1.0 Purpose

This work instruction provides the method to directly solicit feedback from our customers to determine if we are continuously improving the overall value we offer to them. This survey will be used, along with other internally generated performance metrics, to determine first if our Quality Management System is working, and second to learn specifically how it can be improved.

2.0 Definitions

Survey Opportunity – any contact with a customer in which an opportunity to conduct a survey presents itself

Permission – we always ask the customer for permission to participate in a brief customer satisfaction survey

Automatic Survey – if, during a normal discussion with a customer, the customer volunteers information that can be quantified by the 1-5 scale (such as a compliment, or a complaint), that quantifiable element can be submitted on the Customer Feedback Form. QMSF-8204 the Customer Feedback Form does NOT need to be filled out in its entirety – there are times, especially during a customer complaint, when asking the customer to take a brief survey simply isn't appropriate. Also, some companies actually prohibit being solicited for written feedback by vendors.

Form Layout – Form QMSF-8204 Customer Feedback Form contains 5 basic survey questions: 1) On-Time Delivery, 2) Quality, 3) Responsiveness, 4) Technology & 5) Overall Rating. The first three should correlate to our internal Quality Goal metrics. The 4th should solicit input for items that may enable future continuous improvement. The overall rating provides, which is included in the composite score, provides additional weight to the customer's overall perception to buffer any outlying values – either favorable or unfavorable – that might otherwise skew the results. The results will be averaged, resulting in a composite score. Any composite value of 4 or greater indicates that our customer is "Satisfied." Any value less than 4 indicates that our customer is "NOT Satisfied."

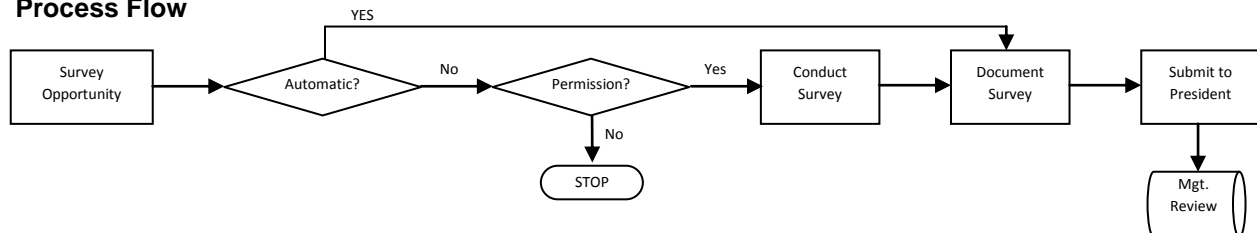
Optional Questions – Form QMSF-8204 Customer Feedback Form contains two optional questions that are to be used when appropriate. They do NOT get rated on the 1-5 scale, rather they are informational only. The information provided in the optional questions will become agenda items of note during the Management Review process.

- A. Single Improvement – may provide clues on how to improve this customer's satisfaction in the future. Could represent "low hanging fruit" that is easy to implement. Replies to this question may drive continuous improvement at Management Review meetings.
B. How did we do Today – a way to rate the current meeting, such as an audit. Gives the customer a chance to comment on improvement, and can be used as direct evidence of continuous improvement (or the lack of it, if our QMS isn't working very well)

3.0 Responsibilities

Any employee with periodic direct contact with our customers that possesses appropriate interpersonal communication skills will be trained to periodically seek informal feedback from their contacts to measure the customer's perception of Wendon's performance. These informal surveys can be conducted during external visits to customers, internal visits by customers, and/or phone calls, and/or emails to customers. Results of all surveys must be recorded on the Customer Feedback Form (QMSF-8204), and submitted immediately to the President in paper or electronic form.

4.0 Process Flow





**Wendon
Company,
Inc**

**QMSI-8203 Rev 005
(AS9100C 8.2)**

Customer Satisfaction Process

Date 11/07/14

Dept Owner: President

Process Flow (cont. analysis of data)

Data from QMSF-8204 is input into a Filemaker Pro Database, the output of which is automatically summarized and analyzed in preparation for the Management Review process. An infographic of the database management system is as follows:

Wendon Company, Inc.
Customer Feedback Form

This form is to be used to record a customer's perception of Wendon when speaking to a customer on the phone, during a sales call, a meeting, etc. It is intended to have the customer candidly provide us with feedback on our performance. Please use the following 1-5 scale for the first 5 questions, and provide any comments that the customer provides.

Date: 9/28/13
Customer: Peerless Instruments
Contact: Vinny Vinditto, Dan Hayder
Interviewer: Tim Richards
Current OTD: 80%
Current Quality: 40%

Rating: 5 = Best in Class 100%
4 = Above Average 80%
3 = Average 60%
2 = Below Average 40%
1 = Worst in Class 20%

Type of Survey: Phone Sales Call Meeting Audit Other...

1. How does our **On-Time Delivery** performance compare to our competitors?
Rating: 4

2. How does our **Quality** compare to our competitors? (product conformity, packaging, etc.)
Rating: 4

3. How **Responsive** are we to your requests? (resolving complaints, taking corrective action, etc.)
Rating: 4

4. Does Wendon offer the best **Technology** compared to our competitors? (best value proposition)
Rating: 4

5. **Overall**, how would you rate Wendon as a supplier?
Rating: 4

Optional A: What **specific improvements** could we make to improve the value we offer your company?
Optional B: How did we do today? Did we meet or exceed your expectations for this meeting?
Excellent - we exceeded their expectations!

This customer is: **Satisfied** Composite Rating: 4.9

CONFIDENTIAL Customer Satisfaction Process - Summary of Customer Feedback QMSI-8203 Rev 003

Date	Customer	OTD	Quality	OTD	Qual	Tech	Resp	O/A	Comp	Satisfied
1/20/11	New Era Conversion			4	5	5	4	4	4.4	Satisfied
11/15/11	Lockheed Martin	30%	83%	2	5	2	4	3	3.2	NOT Satisfied
6/27/13	DRS Consolidated			4	4	4	4	4	4.0	Satisfied
7/1/13	DRS Consolidated			3	3	3	3	3	3.0	NOT Satisfied
7/16/13	DRS Consolidated			3	3	3	5	5	3.8	NOT Satisfied
7/16/13	Sikorsky			3	4	3	4	4	3.6	NOT Satisfied
9/26/13	Peerless Instruments	80%	40%	4	2	5	5	4	4.0	Satisfied

Total Customer Satisfaction >>> 3.3 3.7 3.6 4.1 3.9 3.7

QMSF-8204 Rev003

Feedback Summary Layout

Click here ... for mtg. agenda

CONFIDENTIAL Continuous Improvement Agenda - Management Review Meetings QMSI-8203 Rev003

Date	Customer	Act or Not?	Responsibility	Type of Action	Date Due
1/20/11	New Era Conversion	Don't Act	Pete Vita		
11/15/11	Lockheed Martin	Act	Pete Vita		8/31/2012
6/27/13	DRS Consolidated Controls	Don't Act			
7/1/13	DRS Consolidated Controls	Don't Act			
7/16/13	DRS Consolidated Controls	Don't Act			
7/16/13	Sikorsky	Act	Pete Vita		1/9/2014
9/26/13	Peerless Instruments	Act	Mike Campbell		3/1/2014

Continuous Improvement Agenda Layout

CONFIDENTIAL Continuous Improvement Agenda - Management Review Meetings QMSI-8203 Rev003

Date	Customer	Act or Not?	Responsibility	Type of Action	Date Due
9/26/13	Peerless Instruments	Act	Mike Campbell		3/1/2014
11/15/11	Lockheed Martin	Act	Pete Vita		8/31/2012
7/16/13	Sikorsky	Act	Pete Vita		1/9/2014

Meeting Agenda (after clicking "Create Agenda")



By converting the paper forms to their electronic counterparts, the Summary and C.I. Agenda (Continuous Improvement) are automatically completed. Each of the Forms show a conditional summary – if the composite score ≥ 4 , the field turns green and the word “Satisfied” appears. Below 4, the field turns red and the words “NOT Satisfied” appear. The Summary layout summarizes the individual scores per customer, and summarizes a real-time overall C.S. score at the bottom of the page. The Continuous Improvement Agenda pulls data from the answers to the Optional A Question “What single improvement could we make ...” In preparation for management review meetings, the “Create Agenda” button is clicked to sort for all items that have “Act” chosen in the “Act or Not?” field, and “Not complete” in the “completed” field. All other action items are either completed, or purposely not acted on. During management review meetings, we determine if we are going to act on these recommendations, or not. If we choose to act, the owner of the action is listed, and a date by which the action will be completed is entered.

6.0 Reference Documents

QMSI-8212 – Customer Satisfaction
QMSF-8204 - Customer Feedback Form

7.0 Revision Changes

Rev No	Rev. Date	Description of change	Approved By (signature on file)
001	9/25/13	Initial Issue	Tim Richards
002	9/26/13	Clerical edits	Tim Richards
003	9/27/13	Submitted for review	Tim Richards
004	01/14/14	Minor edits	Tim Richards
005	11/07/2014	Removed the revision references from Sec. 6	Tim Richards