



MARLOW OFFSHORE GERMANY GMBH & Co. KG

ISO 9001:2015

Control of Customer Satisfaction

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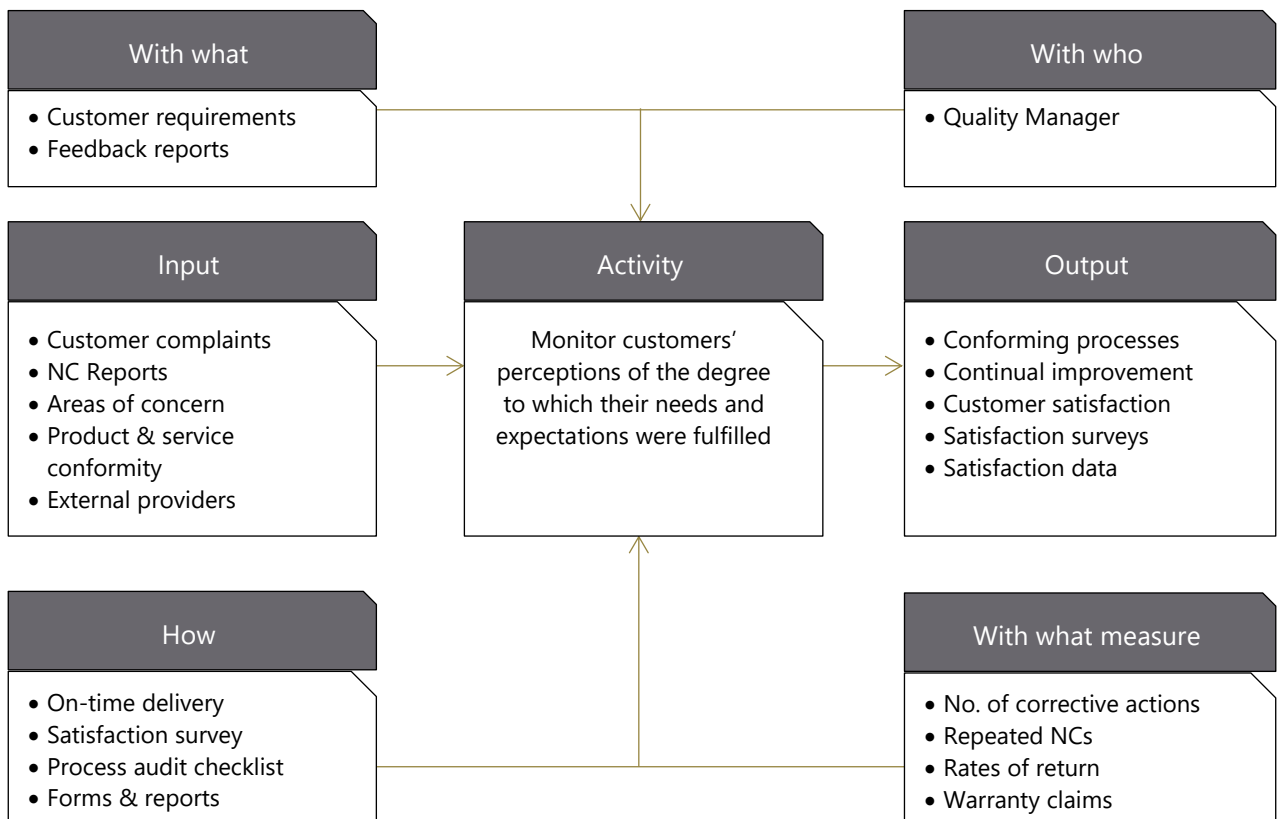
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1 Control of Customer Satisfaction

1.1 Introduction & Purpose

The purpose of this procedure is to describe the methods for measuring, monitoring and interpreting customer perception information to determine whether Marlow Offshore Germany GmbH & Co. KG is meeting customer requirements. Marlow Offshore Germany GmbH & Co. KG recognizes that the customer feedback process has important links and interfaces between other management system process that include, but are not limited to; customer communication, design and development validation, design and development changes and process validation.

1.1.1 Process Activity Map



1.1.2 References

Standard	Title	Description
BS EN ISO 9000:2015	Quality management systems	Fundamentals and vocabulary
BS EN ISO 9001:2015	Quality management systems	Requirements
BS EN ISO 9004:2000	Quality management systems	Guidelines for performance improvements
BS EN ISO 19011:2011	Auditing management systems	Guidelines for auditing

1.1.3 Terms & Definitions

Term	ISO 9000:2015 Definition
Customer Satisfaction	The customer's perception of the degree to which their requirements have been fulfilled
Customer	An organization or person that receives a product

Term	ISO 9000:2015 Definition
Specification	Document stating requirements

1.2 Application & Scope

The scope of this procedure is to assess the level of customer satisfaction by obtaining input from various sources defined herein. Trends and key indicators of satisfaction are captured and benchmarked. Customer satisfaction information is obtained from customer feedback and by analyzing customer responses to:

- Product returns and warranty claims;
- Repeat customers and market share;
- Analysis of customer complaints and customer satisfaction surveys;
- Recognition and awards;
- Growth of key accounts;
- Analysis of credit notes;
- On-time delivery.

1.3 Responsibilities

Top Management is required to:

- Ensure that customer requirements are determined;
- Ensure that customer requirements are met and to enhance customer satisfaction.

The Quality Manager is required to:

- Identify the root causes of customer complaints;
- Initiate corrective action to eliminate or reduce the causes of customer complaints;
- Analyze customer satisfaction data and determine trends.

The Chartering Manager is required to:

- Gather and collate customer satisfaction data;
- Respond to customer complaints and feedback.

1.4 Controlling Customer Satisfaction

1.4.1 Customer Satisfaction Surveys

The Chartering Manager conducts customer satisfaction surveys.

- A customer satisfaction survey form is sent with each product or at the completion of service;
- If a customer does not respond within four weeks, a follow-up telephone call is made and a verbal survey is conducted;
- The results customer satisfaction data are used to determine conclusions on the quality of product ;
- Customer satisfaction data is analyzed to determine trends;
- The findings are reported to management quarterly and presented at management review meetings.

1.4.2 Customer Feedback

Customer complaints, spontaneous feedback on satisfaction and other unsolicited customer feedback are collected using the customer feedback form and are processed by Chartering Manager:

- Customer feedback is recorded and categorized to aid data analysis
- The level of customer satisfaction is scored
- Customer feedback data is compiled by the Chartering Manager;
- Customer feedback data is analyzed and reviewed by the Quality Manager;
- The findings are reported to management quarterly and presented at management review meetings

1.4.3 Monitoring Effectiveness of Operation Control

Departmental Managers monitor the effectiveness of operational controls that are implemented by tracking trends of key performance indicators. This data is used for the purpose of evaluating process performance.

1.4.4 Review

The Quality Manager reviews and presents summaries of customer feedback and complaints.

1.5 Forms & Records

All documentation and records generated by the customer satisfaction process are retained and managed in accordance with the Control of Documented Information procedure.

Title & Description
Customer Feedback
Customer Complaint Log

1.6 Customer Complaints Process Map

