

MANAGEMENT GUIDELINES ON THE HANDLING OF CUSTOMER COMPLAINT

I. CUSTOMER COMPLAINT

A customer complaint is an information received from a customer arising from a delivery of milled rice, either in the form of a client-feedback on the quality of delivery or client-rejection of a delivery made.

II. OBJECTIVES

1. To institutionalize improvement in the process of milled rice production based on customer complaints ranging from simple quality feedback to outright rejection of a delivery.
2. To create a team effort toward continuous quality improvement of milled rice production.
3. To prevent recurrence of post-delivery related problems and enhance profitability of operation.
4. To standardize handling of customer complaints.

III. WHAT IS “CAR” & “PIR”

CAR or **CORRECTIVE ACTION REPORT**

PIR or **PRODUCTION IMPROVEMENT REPORT**

IV. METHODOLOGY OF USE

1. When to use the “CAR”

The **CAR or Corrective Action Report (Annex A)** will be accomplished only for any delivery that has been rejected by a customer.

2. When to use the “PIR”

The **PIR or Production Improvement Report (Annex B)** will be accomplished only for any delivery that has customer complaint received but is accepted by customer.

V. GENERAL PROCEDURES IN HANDLING CUSTOMER COMPLAINT

1. Upon receipt of a customer complaint, the Sales Executive shall verify the nature of complaint as to feedback or outright rejection of a lot.
2. Sales Executive must exert all efforts to verify, explain or justify our delivery lot based on agreed sample offered and terms, and other possible reasonable considerations to safeguard delivery.
3. Sales Personnel must secure a COMPLAINT SAMPLE from the customer, determine the possible root cause/s and immediately inform the Institutional Sales Specialist of the problem. The COMPLAINT SAMPLE must be immediately turned-over to the Institutional Sales Specialist/MSI-ADC together with the partially filled-out CAR/PIR form for further verification/evaluation.
4. The Business Manager shall then immediately take necessary steps to inform the Institutional Sales Executive & MSI-ADC for any possible immediate action to be undertaken in the production process.
5. Warehouse Supervisor shall then assess appropriate immediate actions to be undertaken.
6. Upon the verification of MSI-ADC by the COMPLAINT SAMPLE and the determination of root causes, Warehouse Supervisor shall proceed to gather the necessary data for the completion of either a CAR or a PIR that has been initiated by the Marketing and Sales Unit.
7. Final signed copies of the CAR or PIR shall be submitted to Main Office for final approval.

VI. UNITS RESPONSIBLE IN FILLING-IN THE FORMS

Please find below table reference: "Yes=fill-in" "No= no fill-in"

*Note: Sales Personnel assigns the CAR/PIR No. chronologically**

FORM	Item No.	Sales Executive	ISS/MSI-ADC
CAR*	1	Yes	No
	2	Yes	No
	3	Yes	Yes
	4	Yes	Yes
	5	No	Yes
	6	No	Yes
	7	Yes	Yes
	8	Yes	Yes
PIR*	1	Yes	No
	2	Yes	No

	3	No	Yes
	4	No	Yes
	5	Yes	Yes

VII. STANDARD REPORT FORMS & SUBMISSION

(Refer to CAR form and PIR form)

1. The Corrective Action Report (CAR) should be submitted within 8 working days from receipt of complaint sample.
2. The Production Improvement Report (PIR) should be submitted within 5 working days from receipt of complaint sample.

ANNEX A

PIR No. 2016-_____

Report Date: _____

Masaganang Sakahan, Inc. PRODUCTION IMPROVEMENT REPORT (PIR)

1. DELIVERY DETAILS Customer Name : _____ _____ Total Quantity Delivered : _____ _____ Total Amount : _____ _____			Date of Delivery : _____ Place of Delivery : _____ Date of Complaint : _____								
2. DESCRIPTION OF THE PROBLEM/DEFECTS 											
3. DEFINE ROOTS CAUSE/S 											
4. PRODUCTION IMPROVEMENT ACTION 											
5. TEAM <table border="1"> <tr> <td>Responsibility:</td> <td>Responsibility:</td> <td>Responsibility:</td> </tr> <tr> <td>Sales Executive</td> <td>Institutional Sales Specialist</td> <td>Warehouse Supervisor</td> </tr> </table>						Responsibility:	Responsibility:	Responsibility:	Sales Executive	Institutional Sales Specialist	Warehouse Supervisor
Responsibility:	Responsibility:	Responsibility:									
Sales Executive	Institutional Sales Specialist	Warehouse Supervisor									
Recommending Approval: Institutional Sales Specialist			Recommending Approval: Business Manager								
Approved: <div style="text-align: center;"> ROY C. OSCILLADA President & CEO </div>											

ANNEX B

CAR No. 2016-_____
Report Date: _____

Masaganang Sakahan, Inc. CORRECTIVE ACTION REPORT (CAR)

1. DELIVERY DETAILS	
Customer Name : _____	Place of Delivery : _____
Total Quantity Delivered : _____	Total Quantity Rejected : _____
Total Amount : _____	Date Rejected : _____
Date of Delivery : _____	
2. DESCRIPTION OF THE PROBLEM/DEFECTS	
3. IMMEDIATE ACTION TAKEN	
4. DEFINE ROOTS CAUSE/S	
5. PERMANENT CORRECTIVE ACTION/S	

6. TEAM		
Responsibility:	Responsibility:	Responsibility:
Sales Executive	Institutional Sales Specialist	Warehouse Supervisor
Recommending Approval:		Recommending Approval:
Institutional Sales Specialist		Business Manager
Approved: ROY C. OSCILLADA President & CEO		