

This procedure has been completely reviewed. Therefore no individual paragraphs have been starred (*) to indicate changes.

1. AIM

The aim of this procedure is to ensure that Plastica has effective arrangements for communicating with its customers in relation to product information, quotes enquiries, orders, customer feedback including complaints.

2. SCOPE

This procedure relates to all of Plastica's operations in its vision to be the customers first choice.

3. REFERENCES

ISO 9001: 2015

Quality Manual

4. RESPONSIBILITY

All Plastica people: To ensure that Customers are responded to in a professional and timely manner according to our Company Values in respect of enquiries, orders, complaints etc.

5. METHODS

The following details various methods of communicating with Customers.

Day to day basis in Customer Service/Despatch/Production>Returns during the dealing with enquiries, orders, despatch and returns of products.

Product Literature – Plastica have an extensive range of literature that is available to Customers.

Annual Price List and Spares Catalogue, these are produced and sent to Customers.

Exhibitions – Plastica attend various exhibitions in the UK & Europe where products and literature are available to Customers.

Telesales contact Customers on a regular basis and reports entered on the CRM database.

Plastica Sales Representative's – the Representative's visits the customers as a means of two way communication. Visit reports are carried out on each occasion and entered onto CRM (Fresh Sales) to enable Senior Managers to monitor.

Plastica has a website www.plasticapools.net this enables Customers to order on line.

Product Seminars – these are held as and when demand is made.

Customer Surveys – these are carried out and are reviewed by the Directors and appropriate manager and appropriate action plans instigated.

Complaints – Plastica monitor customer complaints via ‘Cases’ process and ensure Customers are contacted if appropriate to resolve the issue. A Works Instruction WI 10.1 details.

The calls are to promote Plastica products, ensure Customers have all the necessary literature, catalogues, correct contact details with the objective of building up a relationship to ensure Plastica become the Customer’s first choice for swimming pool product.

The CRM is the principal communications system for scheduling calls and appointments, their tracking, queries are followed up to the satisfaction of the customer.

If quotes are required these are passed to Customer Services and monitored via CRM.

Statistics are produced daily/weekly to monitor orders/quotes/i/c and o/g telephone calls.

6. RECORDS

We will keep the following as quality records

Customer Surveys, Customer Site Visit Reports, Cases, quote feedback forms.