

# Rose Electronics Distributing Co., Inc.

## Quality Manual

MAN-07-2

PRODUCT REALIZATION			
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<b>Customer-Related Processes</b>			

### *GENERAL POLICY*

Product requirements are determined to include customer requirements and legal, regulatory, and other necessary requirements that may not be specified by customers. Orders are reviewed to ensure that product and order requirements are defined and can be met, and to resolve any incomplete or conflicting requirements. Verbal orders are confirmed before acceptance. Order amendments and changes are likewise reviewed and are communicated to all relevant functions. Order reviews are recorded.

Arrangements for communication with customers relating to product information, order handling, and customer feedback and complaints are defined and implemented. Where appropriate, operational procedures and instructions for these activities are established and implemented.

### **PROCEDURAL POLICIES**

#### **1. CUSTOMER AND PRODUCT REQUIREMENTS**

##### **1.1 Standard versus custom products**

- 1.1.1 In determining and reviewing customer and product requirements, ROSE Electronics distinguishes between orders for standard products and custom products.
- 1.1.2 Standard products are products manufactured by company's suppliers to their specifications and sold from stock without any modification or customizing. Custom products are products manufactured or modified to unique customer requirements.

##### **1.2 Standard product requirements**

- 1.2.1 For standard products, requirements for product packaging, and support are determined and reviewed in the process of sales order processing.
- 1.2.2 Other requirements pertaining to orders for standard products are reviewed in conjunction with order processing. These may be product availability, delivery requirements, special packaging or handling requirements, etc. Sales Operational Procedure SOP-72-01, Contract Review for Standard Products, instructs on how to carry out this review.

Approved by & date:	Effective Date: January 1, 2003
Originated by : Sally Chun	This Revision Date : August 1, 2002

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## Customer-Related Processes

### 1.3 Custom product requirements

- 1.3.1 For custom products, product requirements may be determined and reviewed by the various departments. This often involves input from Engineering, Production, Purchasing, and Quality Assurance, depending on the nature and complexity of the order, and whether a similar order has been recently processed.
- 1.3.2 Custom product requirements are determined and reviewed with regard to requirements specified by the customer; other relevant product requirements not specified by the customer, and the company's capacity and capability to meet all applicable requirements. Sales Operational Procedure SOP-72-02, Contract Review for Custom Products, instructs on how to carry out this review.

### 1.4 Incomplete or conflicting requirements

- 1.4.1 Any incomplete or conflicting requirements are resolved with the customer before acceptance of the order.

### 1.5 Verbal orders

- 1.5.1 Verbal orders are confirmed before acceptance. This may be by repeating the order requirements back to the customer, or by sending a confirming fax or e-mail. ROSE will not accept verbal orders for custom products.

### 1.6 Amendments

- 1.6.1 Change orders are received and reviewed by the same functions that are responsible for the review of the initial orders. Change orders are communicated to all functions within the organization that may be affected by the change of customer requirements. Sales Operational Procedures SOP-72-01, Contract Review for Standard Products, and SOP-72-02, Contract Review for Custom Products, provide instructions on how to process change orders.

### 1.7 Record

- 1.7.1 Reviews of product requirements are recorded. For standard products, the review record is established by filling out the appropriate fields in the Sales Order Form. For custom products, it is a copy of the Sales Order Form initialed by the responsible persons in the relevant departments. Establishment and maintenance of contract review records are explained in Sales Operational Procedures SOP-72-01, Contract Review for Standard Products, SOP-72-02, Contract Review for Custom Products, and QOP-42-05, Control of Quality Records.

## Customer-Related Processes

### 2. CUSTOMER COMMUNICATION

#### 2.1 Product Information

- 2.1.1 Marketing department is responsible for developing the content and format for the company's brochures, catalogs, internet site, and other forms of promotional and product information material. 2.1.2 Master copies and/or files of documents containing product information for custom products are controlled. They are reviewed and approved before release, and are identified by a unique code-number and a revision level. Superseded and obsolete materials are withdrawn to prevent them from being passed or communicated to customers.
- 2.1.3 Only designated personnel from Sales and Engineering are authorized to communicate with customers regarding product information. The Marketing manager is responsible for designating this personnel, and for supporting them with training and current product information.

#### 2.2 Inquiries and order handling

- 2.2.1 Sales department is responsible for receiving customer inquiries and orders. Orders for standard products are reviewed and further processed by Inside Sales. Inquiries and orders for custom products are reviewed the appropriate functions. Quality Assurance may be called to assist with the review of orders for custom products.
- 2.2.2 Handling of order amendments is controlled to the same extent as the handling of initial orders. Amendments are reviewed to verify that the new or modified requirements can be met, and a confirmation of acceptance is sent back to the customer.
- 2.2.3 Sales Operational Procedures SOP-72-01 and SOP-72-02 instruct how to handle inquiries, orders, and amendments for standard products and custom products, respectively.

#### 2.3 Customer feedback and complaints

- 2.3.1 Customer Service department is responsible for receiving and processing customer feedback and complaints. All received customer communication is recorded in the customer feedback and complaints log.
- 2.3.2 Customer feedback and complaints are classified into categories to allow for better tracking of trends and evaluating improvement in specific aspects. Every complaint is communicated to relevant functions within and outside the organization. Customer Service, the responsible department, and Quality Assurance decide how to respond to the customer and, when appropriate, what corrective or preventive actions should be implemented internally.
- 2.3.3 Procedure QOP-72-03, Customer Feedback and Complaints, provides detailed instructions how to receive, process, and respond to customer feedback and complaints.

## Customer-Related Processes

### ASSOCIATED SECTIONS AND DOCUMENTS

- Operational Procedure SOP-72-01: Contract Review for Standard Products
- Operational Procedure SOP-72-02: Contract Review for Customer Products
- Operational Procedure QOP-72-03: Customer Feedback and Complaints