

10.1.2. Monitoring Complaints

Standard

Is there a record of timely resolution of complaints and identification of non-conformances which leads to corrective actions?

Customer complaint procedures should be resulting in continuous improvement in manufacturing processes, products and services.

Purpose

To ensure information received from customer complaints is utilised for continual improvement. The information shall also be intended to ensure the appropriate non-conformance is issued followed by corrective action, where applicable.

Reason

Customer complaints produce important information that the operator can use to improve its operating system. It identifies gaps and potential risks in the operation that can be investigated and rectified through issuing a non-conformance, followed by corrective action. It can also provide feedback on where efficiencies in the processes might be gained.

What is Acceptable?

Setting a time frame for the resolution of a customer complaint is important to ensure operator remains proactive in its investigation and resolution. Operators shall set an appropriate time that also reflects the urgency and feed safety risks (5 working days of receipt or 24hours if animal or human health at risk).

The time taken to resolve a complaint is an indicator of performance, the operator shall also use this information to improve its processes or implement training programs to staff. The nature of a complaint and time taken to resolve shall be reviewed annually.

A customer complaint form can be found in Fact Sheet 10.1.1. The form includes a classification, description, assessment and follow up checklist of complaint. It is intended to record important information to allow a timely resolution and future monitoring of complaints.

Continual improvement will be assessed by management at least yearly. This can be achieved by assessing the number of complaints per classification (Major, Moderate, Minor, Non-reportable). Where a trend shows more than 2 major complaints, a review of the feed safety system shall be conducted. Any other trends in the type or root causes of complaints can also provide management feedback on where system improvement might increase efficiency, or even business strategy decisions regarding products, customers, and markets.

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