



CONVENTION & EXHIBITION (PUTRAJAYA) SDN. BHD.

## CUSTOMER SATISFACTION & COMPLAINT

Co-X/CDS/SOP04

Revision No.: 00

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|   | <b>DEPARTMENT</b>    | CORPORATE DEVELOPMENT & STRATEGY  | <b>DATE</b>         | 1 <sup>ST</sup> NOVEMBER 2022 |
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## 1.0 OBJECTIVE

The objective of this procedure is to establish a system of monitoring and measuring customer satisfaction and handling of customer complaint. The result obtained serves as a measurement of the Quality Management System (QMS) at Convention & Exhibition (Putrajaya) Sdn Bhd (Co-X).

## 2.0 SCOPE

This procedure applies to Co-X's external customer.

## 3.0 DEFINITION


- 3.1 Co-X : Convention & Exhibition (Putrajaya) Sdn. Bhd.
- 3.2 PICC : Putrajaya International Convention Centre
- 3.3 PCS : Putrajaya Catering Services
- 3.4 QMS : Quality Management System
- 3.5 HOD : Head of Department
- 3.6 QHSE : Quality, Health, Safety & Environment
- 3.7 MR : Management Representative
- 3.8 FBMS : Facility Booking Management System
- 3.9 NCAR : Nonconformity and corrective action

## 4.0 RESPONSIBILITIES

- 4.1 The Head of Customer Service is responsible for:
  - 4.1.1 Planning and coordinating on customer feedback and survey program.
  - 4.1.2 Coordinates with respective customers to obtain survey feedback records.
  - 4.1.3 Coordinates and resolves customer complaints and compile such data.
- 4.2 Corporate Development & Strategy HOD is responsible for reporting the customer satisfaction analysis during Management Meeting (if necessary).

## 5.0 REFERENCE

- 5.1 ISO 9001:2015
  - Clause 9.1.2 – Customer satisfaction
  - Clause 10.2 – Nonconformity and corrective action

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## 6.0 PROCEDURE

### 6.1 Customer's Concerns

**6.1.1** Customer's Quality Expectations describes the factors that the customers will consider important when measuring services quality provided to the customer. These expectations form the basis of preparing the survey questionnaire and obtaining feedback, including customer complaint.

### 6.2 Online Event Feedback Program

**6.2.1** Customer or Event organizer will receive online Customer Feedback Form through FBMS once event is closed which the feedback can be of any complaints, comments, or suggestion of any matters pertaining to Co-X facilities and services.

**6.2.2** FBMS will send the online Customer Feedback Form to the customer / event organizer to be filled up with the details of the feedback once the event is closed. In the event, no feedback was received after three (3) days, an auto-reminder will be sent to the customer.

**6.2.3** Customer Service personnel shall compile all feedback at the end of every month for monthly customer satisfaction report.

### 6.3 Analyzing and Reporting


**6.3.1** Executive / Coordinator shall analyze the feedback and categorize into respective department / section. The data from the survey questionnaire is analyzed to determine the nature of feedback and level of satisfaction.

**6.3.2** The overall Customer Satisfaction Score is determined by averaging all the Customer's scores. This data can be used to improve the overall effectiveness of Co-X services and delivery, and the continual improvement of the QMS.

**6.3.3** The Customer Service Executive shall prepare the Customer Feedback Monthly Report.

**6.3.4** Corporate Development & Strategy HOD shall submit and present the reports in the management meeting to further analyze the overall performance for continual improvement.

**6.3.5** All related records including data, worksheets, and reports shall be maintained by Customer Service Section.

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## 6.4 Customer Complaints


- 6.4.1 Customer may log their complaint to Co-X via email, letter, fax, social media, feedback form or verbal.
- 6.4.2 Customer Service Section shall be the main contact point to receive all on-site customer's complaint.
- 6.4.3 Customer is advice to fill up the Customer Feedback Form in order to obtain more information on the complaint.
- 6.4.4 The Customer Feedback Form will be escalated to Head of Customer Service for validity review before forwarded to relevant department or section for feedback.
- 6.4.5 Upon complaints validation, a NCAR is issued for root cause analysis of the complaint and followed by the established procedure on Corrective & Preventive Action (Co-X/QHS/SOP06).
- 6.4.6 Respective HOD shall investigate the complaint and review with other HODs during daily HOD morning briefing.
- 6.4.7 Respective HOD shall respond to the complaint within 24 hours, solve and reply to Customer Service Section within three (3) working days from the complaint received date.
- 6.4.8 After received reply from respective HOD, Top Management shall write official apology letter to customer within seven (7) working days from the complaint received date.

## 7.0 RECORDS

- 7.1 FBMS Customer Feedback Form

## 8.0 APPENDIX / ATTACHMENT

- 8.1 Process Flowchart

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## PROCESS FLOW

