 <p>SMALL SCALE FOOD PROCESSOR ASSOCIATION</p> <p>SUPPORTS INDEPENDENT FOOD PROCESSORS & GROWERS</p>	<p>Document No: HUB.R.SOP.90 Effective Date: 01-August 2022 Revision Date: New</p>
<p>Customer Complaint SOP</p>	<p>Revised By: NRoss Approved By: MDaskis Reason for Revision: New</p>

OBJECTIVE:

This policy and process identifies how to identify customer complaint in a professional, respectable manner that more importantly provides a record of the complaint such that it can be investigated as to the validity, root cause, corrective action as applicable and ultimately preventative action. Providing accurate and timely feedback and response to the customer is an imperative action for continued relationships.

SCOPE:

In a Hub where there are multiple Hub Users within the same facility, customer complaints may be limited to your specific product and/or could be a sign that a larger issue, such as cross contamination may have resulted. Thus, investigating the cause, conducting a risk assessment, and identifying with the Hub Manager other products that were produced within the same production period may be relevant and potentially beneficial to the other Hub Users.

DEFINITIONS:

Customer Complaint: A response from a customer of the product that is generally negative regarding the product attributes, specifically food safety, quality, or preference.

Customer Comment: A response from a customer of the product that can be positive or negative. If negative the comment is generally not related to Food safety or quality attributes and the customer may not request that action be taken such as further response from the product manufacturer.


Customer Complaint Investigation Form: The document that identifies and records the information regarding the complainant (Name and contact information), the date of complaint, the actual product name, pack size, lot code, specific wording that the customer used to describe the complaint, if there was illness or injury, very specific information must be obtained. See the specific **Customer Complaint Investigation Form for Illness or Injury**.

Customer Complaint Investigation for Illness or Injury Form: This document requires additional information in addition to the product identity including details of dates of injury or illness.

Root Cause Analysis: The investigation and actions that occur to identify the multiple contributing factors that could result in the reason for the failure of the product. This generally involves asking the complainant for pertinent information as to the nature of the product when it failed, flavour, appearance, etc. and based on their responses and investigating production documents, testing results, comments during production, and if a retention sample of the product is available it can be used to compare with the comments of the complainant.

Corrective Action: Based on the root cause analysis the corrective action may involve no action or closer scrutiny during a subsequent production run, review of key ingredients and/or if suppliers or ingredients were changed/substituted, or any other adjustment such as a new employee retraining is required.

Preventative Action: From the corrective actions identified, to ensure the product is successful each time, adjustments or changes in processes, ingredients, or other actions may be required to prevent the problem from recurring. The

 <p>SMALL SCALE FOOD PROCESSOR ASSOCIATION</p> <p>SUPPORTS INDEPENDENT FOOD PROCESSORS & GROWERS</p>	<p>Document No: HUB.R.SOP.90 Effective Date: 01-August 2022 Revision Date: New</p>
<p>Customer Complaint SOP</p>	<p>Revised By: NRoss Approved By: MDaskis Reason for Revision: New</p>

Response to Customer if illness or injury occurs: If the complaint resulted in an injury or illness, the details of the incident are required in more detail, See the Complaint Investigation For Illness or Injury Form.

Response to Customer when no harm has been encountered: A response to the customer can be provided in the manner as requested by the customer or if not defined, then a written response, either via mail or email should be provided in a timely manner. All communication with customers should be respectful and indicate that an investigation is or has been conducted and that, if relevant, corrective action has been taken.

PROCEDURE:

1. All customer complaints and comments provide valuable information to the manufacturer / processor.
2. It is preferable that the customer provides the complaint via email, telephone, or mail. A direct personal complaint is not preferable as the customer's demeanor may not be positive. This could possibly lead to a negative interaction without a successful resolution.
3. When any complaint is received, it may be necessary to contact the customer for more details so a directed investigation can be conducted.
4. Always record the customer's name and contact information, particularly an email address for correspondence, if the initial communication is by telephone. Ask the customer to listen to you restating the information provided including the name of the product(s) of concern, label description, and the lot number and UPC. This will confirm that it is actually **your** product. If the customer can provide a photo of the product that is preferable.
5. Ensure all of the correspondence is recorded with the date, who was speaking and a summary of the pertinent details and any actions taken. This should be recorded directly on the **relevant investigation form** or on a separate sheet that can be attached to the **investigation form**.
6. Always follow-up with the customer, either by writing (email or mail), or by telephone. If they state they don't want to receive any follow-up, please respect their wishes.
7. Record the resolution on the relevant investigation form. The resolution may be a telephone call or email or could include a replacement of the product or coupon for future purchases. Thank the customer for their inquiry and any positive comments that are made. Generally, a short response to a customer is the best action as most customers' desire to be acknowledged and feel that corrective action will or has taken place.
8. Retain all customer complaint and resolution in a dedicated file or "Customer Inquiry" binder....

DEVIATION PROCEDURES:

1. When a customer complaint is unintentionally forgotten, it is best to contact the customer and indicate that you are following up. Be honest if they question the time delay.

RELATED DOCUMENTS:

HUB.R.REC.99 CUSTOMER COMPLAINT FORM

REVIEW:

Annually or as changes occur.