

# Rose Electronics Distributing Co., Inc.

## Quality Manual

MAN-05-2

MANAGEMENT RESPONSIBILITY			
Section 5.2	Section Rev.: 0001	Rev. Date: 08/01/02	Section Page 1
<b>Customer Focus</b>			

### *GENERAL POLICY*

The principal objective of the quality management system is to focus our organization on the customer, and in particular, on customer satisfaction. The key to achieving high customer satisfaction is a good understanding of customer requirements and a capability to consistently fulfill these requirements.

### **PROCEDURAL POLICIES**

#### **1. Determining customer requirements**

- 1.1 Customer requirements are understood broadly to include all aspects of product offering and associated services, that are relevant to customer satisfaction. When appropriate, this may also include customer needs and expectations.
- 1.2 Customer requirements are determined and verified through the process of order review. This process is defined in this manual in Section 7.2, Customer-related Processes, and in operational procedures SOP-72-01 Contract Review for Standard Products, and SOP-72-02 Contract Review for Custom Products.

#### **2. Meeting customer requirements**

- 2.1 Nearly all processes and elements of the quality system are designed and implemented specifically to ensure that customer requirements are met. This starts with provision of required training, and adequate infrastructure and suitable work environment (Section 6, Resource Management). Next follows planning and implementation of reliable and effective product realization processes (Section 7, Product Realization). And finally, activities related to product and process monitoring and verification (Section 8, Measurement, Analysis and Improvement).
- 2.2 Meeting of customer requirements is monitored and/or verified by variety of methods defined in Section 8.2, Monitoring and Measurement, and in associated operational procedures. Results of these verification activities are recorded to provide evidence of product conformity, as defined in Section 4.2, Documentation and Records.

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

**If this is a paper copy, it is uncontrolled. You must verify the on-line revision before using.**

## Customer Focus

### 3. Customer satisfaction

- 3.1 Focusing on customer requirements and on meeting these requirements should result in enhancing customer satisfaction. In fact, the level of customer satisfaction is used as a measure of the effectiveness of the whole quality system.
- 3.2 Specific methods for determining customer satisfaction are defined in quality manual Section 8.2 and in the associated operational procedure QOP-82-01, Customer Satisfaction. This valuable information is reported and used as described in Section 5.6, Management Review.

### ASSOCIATED DOCUMENTS

- Operational Procedure QOP-56-01: Management Review
- Operational Procedure SOP-72-01: Contract Review for Standard Products
- Operational Procedure SOP-72-02: Contract Review for Custom Products
- Operational Procedure QOP-72-03: Customer Feedback and Complaints
- Operational Procedure QOP-82-01: Customer Satisfaction