Medicines Control Authority of Zimbabwe

QUALITY UNIT

TITLE: Standard Operating Procedure for Service to the Customer			
SOP Number: MR 4.7	**Revision Number**: 11 **Document Level**: 2		Page **1** of **10**
Date Issued for training: 01/10/2024	**Effective Date**: 01/10/2024		**Review Date**: 10/2026.
Reviewed by:	JAY KANJERE Name	 Signature	01/10/2024 Date
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1.0 PURPOSE

The procedure describes how services to the customer (internal and external) shall be monitored and reviewed through customer surveys and customer feedback to ensure customers` needs and expectations have been fulfilled.

2.0 SCOPE

This procedure applies to all services offered by MCAZ to its internal and external customers.

3.0 FREQUENCY

At least twice a year for each Unit/Division.

4.0 LOCATION

4.1 The master copy of this procedure is kept in the Quality Office.
4.2 Controlled copies of the procedure are issued to all Units and Divisions.

5.0 DEFINITIONS

5.4.1. Service: Output of an organization with at least one activity necessarily performed between the organization and the customer.

5.4.2. Customer: This refers to the recipient of a product/service provided by the MCAZ.

5.4.3. Customer satisfaction: Customer`s perception of the degree to which their expectations have been fulfilled.

6.0 RESPONSIBILITY

6.1 Public Relations Officer shall be responsible and accountable for implementing this procedure.

6.2 Quality Manager/Designate - responsible for monitoring compliance to the procedure, Quality Management System (QMS), International and other relevant standards.

7.0 PROCEDURE

7.1 Customers are encouraged to give feedback to the Organisation verbally, through email, telephone, WhatsApp, Toll Free numbers, MCAZ social media sites or by completing a Customer Feedback form QF 13 available at the gate reception and on the MCAZ website.

7.2 Customers may submit Completed Customer feedback forms to MCAZ through any of the available channels. The forms are also available on the website for online submission.

7.3 Where necessary, pertinent discussions with customers shall be recorded on the Discussion Form QF 14.

7.4 The Public Relations Officer shall open the suggestion box at least once a month and a logbook shall be maintained for opening of suggestion box.

7.5 Where necessary, Units/Divisions shall have Customer Feedback/Survey forms. The Public Relations officer shall follow up on customer feedback responses from all Units/Divisions, perform an analysis and present the results at the Quality Management Review Meeting.

7.6 Corrective action shall be taken for displeased customers as per SOP MR 4.11.

7.7 MCAZ perception surveys shall be conducted during annual public exhibitions such as the Zimbabwe Agricultural Show (ZAS), Medical and Health Expo and the Zimbabwe International Trade Fair (ZITF). The Public Perception Survey form (QF 33) shall be completed by the stakeholders who visit the exhibition stands. Refer to SOP PRO 11. The forms will evaluated and reported at the Quality Management Review meeting by the Public Relations Officer.

7.8 Quarterly Liaison meetings shall be held where updates, feedback and comments from the stakeholders and interested parties shall be recorded for continual improvement. One annual stakeholder meeting shall be held on the same day as the Annual General Meeting (AGM) for same purpose.

7.9 A customer satisfaction survey shall be conducted to determine the overall level of satisfaction customers have with the service they receive from MCAZ

7.10 The Units/Divisions at MCAZ shall send customer effort score surveys to their customers to determine the pain points they experience and devise ways to mitigate them

8.0 APPENDICES/ATTACHMENT

8.1 Attachment I: Customer Feedback Form (QF 13)
8.2 Attachement II: Discussion Form (QF 14)
8.3 Attachement III : Public Perception Survey (QF 33)

9.0 RECORDS

Document Number	Title of record	Retention Period
QF 13	Customer Feedback Form	5 years
QF 14	Discussion Form	5 years
QF 33	Public Perception Survey	5 years

10.0 REFERENCES

10.1 SAZS ISO/IEC 17025 General Requirements for the Competence of Testing and Calibration Laboratories.
10.2 SO 9001:2015 Quality Management Systems Clause 9.1.2

11.0 HISTORY

DOCUMENT HISTORY		
Revision Number	Date Approved	Reason for Change
1	January 2008	System Improvement
2	January 2010	System Improvement
3	October 2012	Procedure reviewed to capture recommendations after SANAS Assessment.

4	November 2013	Description of change Section 8.0: Deleted "ATTACHMENT" Section 9.0: Deleted the "Location Column" from the records table Section 11.0: Deleted the "File Number, Copy Number and Location" columns from the History table. Deleted the title "Location of Document Amendment" from the History table and replaced with "Reason for Change"
5	September 2014	Rolling Review Description of changes Changed logo to the new MCAZ Logo
6	September 2016	Changes to capture ISO 9001:2015 requirements Purpose: changed from "The procedure describes how service to the customer/customer feedback shall be implemented at the Medicines Control Authority of Zimbabwe (MCAZ)" to "The procedure describes how services to the customer (internal and external) shall be monitored and reviewed through customer surveys and customer feedback to ensure customers` needs and expectations have been fulfilled." Scope changed from "This procedure applies to all MCAZ customers" to "This procedure applies to all services offered by MCAZ to its internal and external customers." Frequency changed from "Every time when service is offered to a customer" to "At least twice a year for each Unit/Division." Definitions Added definitions for Service, Customer and Customer satisfaction Responsibility changed from "Quality Manager and Director-General shall be responsible for implementing this procedure" to "Projects and Public Relations officer shall be responsible for implementing this procedure." Procedure Changed from MCAZ provides service to the customer through Evaluations and Registration of medicines, Licensing and Enforcement of

		persons and premises, Pharmacovigilance, Control of clinical trials and Laboratory testing. Customers are encouraged to give feedback to the Organisation verbally, through email, through the telephone or by completing a Customer Feedback form QF 13 at the reception or online Any pertinent discussions with customers are recorded in a logbook or on the Customer Discussion Form QF 14. The HoU/ HoD or QM shall inform customers in writing of any delays or major deviations to the customer`s request within 48 hours. A request for customer feedback is displayed at the main reception and Samples Repository office. The customer feedback forms shall be distributed to the MCAZ customers by the Quality Manager once a year by e-mail or by post. The Quality Manager or designate shall follow up on the customer feedback responses at least after one calendar month from the date of distribution. If there is no response within 14 days of the follow up, a reminder shall be sent out to the customer requesting for a response within 7 days or it shall be deemed that the customer is satisfied with the service. Customer feedback forms may be received by post, by hand delivery at the reception or delivery into the suggestion box by the main reception. The Personal Assistant to the Director-General together with the Quality Manager shall open the suggestion box at least once a month. All customer feedback forms received shall be forwarded to the Quality Manager for for analysis. Customer feedback reports shall be generated by the Quality Manager for QMS reviews and management meetings.

		MCAZ perception surveys shall be conducted during annual public exhibitions such as the Agricultural Show and the Zimbabwe International Trade Fair (ZITF). The Public Perception Survey form, QF 33 shall be completed by the stakeholders who visit the exhibition stands. The forms will evaluated and reported at the Quality Management Review meeting by the Quality Manager. <u>Changed to:</u> Customers are encouraged to give feedback to the Organisation verbally, through email, telephone, MCAZ social media sites or by completing a Customer Feedback form QF 13 available at the main reception and on the MCAZ website. Customers may submit Completed Customer feedback forms at MCAZ by post or hand delivery at the reception. The forms are also available on the website for online submission. Where necessary, pertinent discussions with customers shall be recorded on the Customer Discussion Form QF 14. The Projects and Public Relations Officer shall open the suggestion box at least once a month. The Projects and Public Relations officer shall follow up on customer feedback responses from all Units/Divisions, perform an analysis and present the results at the Quality Management Review Meeting. Customer feedback reports shall be generated by the Projects and Public Relations Officer for Quality Management Review meetings. MCAZ perception surveys shall be conducted during annual public exhibitions such as the Agricultural Show, Medical and Health Expo and the Zimbabwe International Trade Fair (ZITF). The Public Perception Survey form, QF 33 shall be completed by the stakeholders who visit the exhibition stands. The forms will evaluated and reported at the Quality Management Review meeting by the Projects and Public Relations Officer. Stakeholders meetings shall be held annually where feedback and comments from the stakeholders and interested parties shall be recorded for continual improvement.

7	July 2017	<u>Changed to capture ISO 9001:2015 Consultant recommendations</u> Section 6.1 changed from "Projects and Public Relations officer shall be responsible for implementing this procedure" to "Projects and Public Relations officer shall be responsible and accountable for implementing this procedure" Section 7.3 changed from "Where necessary, pertinent discussions with customers shall be recorded on the Customer Discussion Form QF 14." to "Where necessary, pertinent discussions with customers shall be recorded on the Discussion Form QF 14." Section 7.4 changed from "The Projects and Public Relations Officer shall open the suggestion box at least once a month." to "The Projects and Public Relations Officer shall open the suggestion box at least once a month and a logbook shall be maintained for opening of suggestion box." Section 7.5 added "Where necessary, Units/Divisions shall have Customer Feedback/Survey forms." Section 7.6 Changed from "Corrective action shall be taken for all neutral and displeased customers as per SOP MR 4.11." to Corrective action shall be taken for displeased customers as per SOP MR 4.11. Deleted 7.6 The customer feedback analysis criteria shall be as follows: 7.6.1 Satisfied customers` response shall be "good or excellent." 7.6.2 Neutral customers' response shall be "fair." 7.6.3 Displeased customers` response shall be "poor or very poor." Deleted 7.7 Customer satisfaction indicators shall be set as follows: 7.7.1 Total score for satisfied customers shall be >60 7.7.2 Total score for neutral customers shall be between 50% and 60% 7.7.3 Total score for displeased customers shall be <50% Deleted 7.13 Customer feedback reports shall be generated by the Projects and Public Relations Officer for Quality Management Review meetings. Section 10.2 added ISO 9001:2015 Quality Management Systems Clause 9.1.2

8	July 2018	Rolling review Description of change Header changed from old template to new template with approval date Section 8.1 – 8.3 changed **from** 8.1 Appendix I: Customer Feedback Form (QF 13) 8.2 Appendix II: Discussion Form (QF 14) 8.3 Appendix III Public Perception Survey (QF 33) To: 8.1 Attachment I: Customer Feedback Form (QF 13) 8.2 Attachement II: Discussion Form (QF 14) 8.3 Attachement III Public Perception Survey (QF 33
9	July 2020	Rolling Review Description of change Added Section 6.2 Quality Manager/Designate - responsible for monitoring compliance to the procedure, Quality Management System (QMS), International and other relevant standards.
10		System Improvement Section 4.0 changed from 4.1 The master copy of this procedure is kept in the Quality Manager's office. 4.2 Controlled copies of the procedure are issued to the Director General (DG), Heads of Division (HoD), Heads of Units (HoU) and unit/ division staff. Changed to 4.1 The master copy of this procedure is kept in the Quality Office. 4.2 Controlled copies of the procedure are issued to all Units and Divisions.

		Title change from Projects and Public Relations Officer to Public Relations Officer *and all other instances* Section 7.1 changed from Customers are encouraged to give feedback to the Organisation verbally, through email, telephone, MCAZ social media sites or by completing a Customer Feedback form QF 13 available at the main reception and on the MCAZ website. Changed to Customers are encouraged to give feedback to the Organisation verbally, through email, telephone, WhatsApp, Toll Free numbers, MCAZ social media sites or by completing a Customer Feedback form QF 13 available at the gate reception and on the MCAZ website. Section 7.2 changed from Customers may submit Completed Customer feedback forms to MCAZ by post or hand delivery at the reception. The forms are also available on the website for online submission. Changed to Customers may submit Completed Customer feedback forms to MCAZ through any of the available channels. The forms are also available on the website for online submission. Section 7.7 added …..refer to SOP PRO 11 Section 7.8 changed from Stakeholder's meetings shall be held annually shall be held annually where, feedback and comments from the stakeholders and interested parties shall be recorded for continual improvement. Changed to Quarterly Liaison meetings shall be held where updates, feedback and comments from the stakeholders and interested parties shall be recorded for continual improvement. One annual stakeholder

		meeting shall be held on the same day as the Annual General Meeting (AGM) for same purpose. Added 7.9 A customer satisfaction survey shall be conducted to determine the overall level of satisfaction customers have with the service they receive from MCAZ Added 7.10 The Units/Divisions at MCAZ shall send customer effort score surveys to their customers to determine the pain points they experience and devise ways to mitigate them