



# R&R Newsletter

## Reducing Risk/Removing Waste

ISO Support Group

JULY 2009

An ISO 9001:2008  
Registered Company

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### LEAN JOURNEY...

Strategy 1:

- Isolate the Value Stream

Strategy 2:

- Specifying Value

Strategy 3:

- Mapping the VS

Strategy 4:

- Making it Flow

Strategy 5:

- Letting Customers Pull Value

Strategy 6:

- Seeking Perfection

### CAN LEAN HELP?

Want to know if Lean  
applies to your business?

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Assessment Service

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VISA & MasterCard  
accepted!

This Newsletter Issue covers the topic of:

### ISO 9001:2008 Clause 7.2 Customer-Related Processes

**What's new in Clause 7.2?...** First, they've added a word in 7.2.1c... "statutory and regulatory requirements *related applicable* to the product"... Second, they modified 7.2.1d... "any additional requirements *determined-considered necessary* by the organization"... Third, a new NOTE was added... "*Post-delivery activities include, for example, actions under warranty provisions, contractual obligations such as maintenance services, and supplementary services such as recycling or final disposal.*" None of the above changes will likely affect the practices within any organization.

**Clause 7.2 Customer-Related Processes** essentially deals with how you manage your sales & marketing processes. This is one area that doesn't always realize that ISO 9001:2008 is simply a tool for making sure that Customer requirements have been met. The ISO requirements contained within this Clause will bring predictability to your sales and marketing activities. Installing a process that acquires new Customers, and retains existing ones... is critical. Including all of the sales & marketing activities within the scope of the QMS provides this area with a defined process to follow, which is the only way to systematically predict sales volume.

**Sub-Clause 7.2.1 Determination of Requirements Related to the Product (or Service)** asks you to identify the product requirements from your Customer and elsewhere. Identification here implies being proactive in collecting this information. Besides determining the customer's product/service specs and when they want it delivered, you'll also need to identify any "after-sale" promises that were made such as technical support or record keeping. In other words, are you done once you deliver your product or service, or does your Customer expect anything more from you? Finally, you'll take a look at any Regulations that apply specifically to the products/ services you supply.

**Sub-Clause 7.2.2 Review of Requirements Related to the Product (or Service)** asks that companies ensure that all requirements are defined (including verbal ones); that conflicts between quotes and actual orders received are resolved; and that orders (and any changes) are not accepted unless all of the requirements can be met. Companies have discovered that "last minute rushes" to deliver some Customer orders is due to poorly defined or vague requirements at the front-end of the sales process.

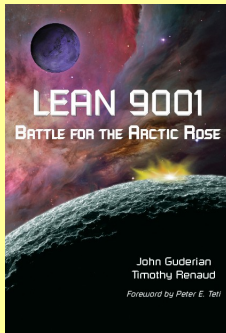
**Sub-Clause 7.2.3 Customer Communication** is looking for a systematic way for how you provide information on your products/services to new & existing Customers; how you respond to Customer inquiries, take orders and handle changes; and how you collect Customer feedback and resolve any complaints. In other words, Customers want an easy way to get information from you, ask you questions, place or change orders, and give you feedback (+/-).

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[www.isosupport.com/newsletters/newsletters.htm](http://www.isosupport.com/newsletters/newsletters.htm)

**PS:** Don't forget to look at the [Q&A](#) section below for some final thoughts...

## OUR NEW BOOK!

Click [HERE](#) to see inside this book.



### TRAINING:

- ISO 9001:2008 Essentials
- ISO 9001:2008 Executive Overview
- ISO 9001:2008 Orientation
- Internal Process Auditing for ISO 9001:2008
- Internal Auditor Refresher + Prep Session
  
- Process/Value Stream Mapping
- 5S for Service/Mfg
- Lean Essentials/Kaizen
- Business Modeling and Performance Measure`ts
- Root Cause Analysis and Corrective Action
- Mistake Proofing
- Continual Process Improvement
- Strategic/Business Planning

\*\*View [agendas](#) at our website\*\*

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For more information on training provided by ISG on **ISO 9001 or Process Improvement/Lean (Manufacturing/Office)**, please visit our website at [www.isosupport.com](http://www.isosupport.com). Once there, you will also find information about the following:

#### **"Process Improvement/Lean Assessment: Can Lean help you?"**

If you want to find out if Lean applies to your business, visit our website and read about our Lean Assessment Service by going to:

[http://www.isosupport.com/services/lean/srvcs\\_pi\\_lean.htm](http://www.isosupport.com/services/lean/srvcs_pi_lean.htm)

#### **"The 3 Biggest Mistakes People Make with ISO 9001"; ISO 9001:2000 Tips, Tools and Techniques**

Click here: <http://www.isosupport.com/books/books.htm>

If you enjoyed reading our previous ISO Newsletters you'll find that this book contains many of the practical approaches and advice that I've discussed in these Newsletters over the past 5 years.

### **Q: How do you audit Clause 7.2?**

**A:** An audit checklist should cover these areas:

For sub-Clause 7.2.1:

- How are Customer requirements determined? Any specs being provided?
- Any regulations or legislation on the product or service itself?

For sub-Clause 7.2.2:

- How are product and service requirements defined/documented?
- Are quotes/proposals reviewed prior to issue? Are they checked against subsequent orders that are received? Can orders be received verbally?
- How are requirements reviewed to ensure they can be met?

Who does the review? Is a record kept? How are changes handled?

For sub-Clause 7.2.3:

- How is product/service information provided to Customers?
  - How are enquiries handled? Placing of orders? Changes to orders?
  - How can Customers provide feedback? Is there a process to handle it?
- (Make sure to obtain examples for each bullet listed above)

**Until next time...**

**Tim Renaud**

### **Helping Business Professionals Reduce Risk and Remove Waste!**

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Tim Renaud, P.Eng., B.A.Sc., is a senior trainer and consultant with the ISO Support Group. His business experience covers over twenty-two years with both small and large organizations within various industries. He began consulting in 1992 and achieved ISO 9001 Registration for ISO Support Group in Oct/1998. Specific areas of expertise include training and consulting on installing ISO Management Systems, as well as implementing Process Improvement Strategies, always with a focus on reducing risk and removing waste (becoming Lean). Association memberships include the American Society for Quality (ASQ) and the Professional Engineers Ontario (PEO).