



CUSTOMER HANDLING
PROCEDURE TOSYALI ALGERIA

I.Sales procedure

1.Reception and Processing of Orders

For new customers: Consultations are received by sales agents via various means of communication (telephone, email, visits). If the request concerns a small quantity, the customer is directed to a distributor. Otherwise, customers are invited to an information meeting. After acceptance of the conditions, clients provide an administrative file which is verified by the accounting department. A visit to the customer site is then carried out, followed by a review of product requirements by management to ensure requests are met before orders are accepted. Specific consultations are studied for feasibility before signing an annual agreement and recording orders on SAP.

For active customers: Product prices set by management are communicated to sales management, who transmits them to customers and records them in SAP. After validation, customers place their orders, which are recorded by sales supervisors and consolidated into a quota table for validation by management. Once quotas are validated, sales agents contact customers to schedule payments and loads.

2. Order Process and Contract Review

For sales abroad, the export department manages the acceptance of orders and the review of contracts. Order details are shared with the quality department for producibility approval. If changes are required, they are discussed with the customer until an agreement is reached, after which a sales contract is prepared. The order is then formalized on the SAP system, and final details regarding quality, size and loading dates are communicated to the quality department.

3.Monitoring Production and Transport

The process of booking and monitoring an export vessel begins with a request from the export management. This transmits to the foreign trade department the specifications of the vessel to be reserved. Subsequently, this same department closely monitors the progress of the production and preparation of the ship. At the same time, the quality department is responsible for collecting all the documents necessary for shipment, such as loading documents, packing slip and quality control certificates. The finance department, for its part, establishes the commercial invoice. Once all these elements are gathered, the foreign trade department proceeds to establish the bill of lading, an essential document for maritime transport, which it then transmits to the export department.

4.Loading and Delivery

For local sales, the loading and delivery process involves several checks and verifications to ensure information compliance and security, from receipt of the loading slip to when the trucks leave the factory. Customers must fill the loading slip with necessary details and send it to the sales department. Trucks are parked in a dedicated area outside the factory and checked before being allowed in for loading.

For export sales, if minor deviations appear during production, the customer is informed and must approve shipment of the product. If there are product issues after arrival at the customer's site, these are forwarded to the quality department for resolution. Production and transportation monitoring is carried out to ensure that products arrive in good condition and on time.

Ref : Sales procedure PRO-SALE-001

II. Customer complaints processing procedure

The procedure for handling customer complaints at Tosyali Algérie begins with the receipt of complaints, which can be expressed by telephone, email, fax or post, and recorded by the sales department staff on the Customer Complaint Form (FOR-QMS- 017). The complaints processing manager carries out an analysis to verify the validity of the complaint in collaboration with different structures such as quality control and production. If the complaint is deemed admissible, an on-site inspection may be carried out, and a technical examination may be decided by the Quality Director. The results of these examinations are recorded and sent for advice to the General Manager or the Plant Director.

If the complaint is justified, the complaints processing manager and the Quality Management Manager open a non-compliance file and assess the criticality of the problem, which they transmit to the manager concerned. A final decision is taken at a meeting by the Sales Director, the Quality Manager or the General Manager, and this decision is communicated to the customer with an acknowledgment of receipt. If the customer accepts the decisions made, the complaint is closed. In the event of customer dissatisfaction, the complaint remains open until adequate measures are found. Claims are tracked in a tracking table (FOR-QMS-016) to ensure their continued management.

Ref : Procedure for processing customer complaints PRO-QMS-006

III. Risk Control Measures

Failure Modes, Effects and Criticality Analysis (FMEA) is a systematic method used by Tosyali Algérie to identify and evaluate potential risks linked to its products or production processes. This method helps prevent failures by analyzing the causes and effects of risks, classifying them in order of priority, and proposing appropriate corrective actions. Here is a detailed description of the FMEA method as applied at Tosyali Algeria:

Ref : FMEA Sales Process analysis table FOR-QMS-038

Description of the FMEA Method

1. Identification of Potential Risks:

The first step is to identify all potential risks associated with Tosyali Algeria's products or production processes. This involves thinking about all the ways a product can fail or cause problems, as well as the processes that might not go as planned.

2. Analysis of the Effects of Potential Risks:

Each identified risk is then analyzed to determine its potential effects. This analysis includes assessing the impact that each risk could have on the product, process, end users, or environment. Effects are rated on a severity scale, generally 1 to 4, where 1 represents a minor impact and 4 represents a severe impact.

Severity (1-4):

- 1: Low impact
- 2: Moderate impact
- 3: Significant impact
- 4: Severe impact

3. Identification of Possible Causes:

For each potential risk, it is crucial to identify the possible causes. This includes human errors, hardware defects, process flaws, or environmental factors. Causes are also rated in terms of probability of occurrence, on a scale of 1 to 4, where 1 represents a very rare occurrence and 4 represents a very likely occurrence.

- Occurrence (1-4):

- 1: Very rare
- 2: Unlikely
- 3: Likely

- 4: Very likely

4. Evaluation of Control Measures:

Existing control measures to detect or prevent failures are then identified and evaluated. Detectability, i.e. the ability to detect a failure before it causes undesirable effects, is rated on a scale of 1 to 4, where 1 means that detection is very easy and 4 means that detection is very difficult.

Detectability (1-4):

- 1: Very easy to detect
- 2: Easy to detect
- 3: Difficult to detect
- 4: Very difficult to detect

5. Calculation of Criticality:

The criticality of each risk is calculated by multiplying the severity, occurrence, and detectability (G x O x D). This criticality makes it possible to prioritize risks, highlighting those that require immediate attention.

Planning of actions to be taken in response to risks is triggered according to the following degree of criticality:

- If criticality $1 < C < 8$ **Negligible** : no action is required
- If criticality $9 < C < 14$ **Average**: assess the need to take action .
- If criticality $15 < C < 27$ **High**: plan and implement actions then prioritize.
- If criticality $28 < C < 64$ **Prohibited**: implement immediate actions

6. Development of Preventive Actions:

For risks identified as critical, specific preventive actions are developed. These actions aim to reduce the severity, the probability of occurrence, or to improve the detectability of failures. Preventive actions are planned and implemented to minimize or eliminate risks.

FMEA Analysis Table

Risk Potential	Effect of Risk Potential	Severity (1-4)	Possible causes	Occurrence (1-4)	Control Measures	Detectability (1-4)	Criticality (G x O x D)	Appropriate Actions
Adverse health effects of products	Risks to user health	4	Radioactive contaminant present in raw materials	1	Analysis of radioactive contamination of products, Safety Procedures	1	4	Continuous monitoring of the radioactivity detection gantry (maintenance and calibration).
Environmental risks linked to the mechanical destruction of products	Pollution	3	Poor waste management, lack of recycling plans	1	Environmental impact studies, waste management plans and recycling	2	6	Implementation of training programs on waste management and improvement of recycling plans.
Delivery time not respected	Customer dissatisfaction, loss of contracts	4	Errors in delivery activities	1	Planning, delivery tracking systems	1	4	Continuous awareness raising of shipping workers on the shipping procedure.

Customer communication issues	Customer dissatisfaction, loss of contracts	4	Lack of Understanding of Customer Needs Poor management of expectations and complaints	1	Regular monitoring of customer needs Complaints management system	1	4	Awareness on communicating with customers about their needs
Poor Claims Management (communication)	Dissatisfaction, loss of potential customers	4	Non-compliance with the complaints handling procedure	1	Complaints management, regular monitoring	1	4	Raising awareness about the complaints management system put in place
Insufficient product information	Lack of information for customers	3	Lack of updating documents.	1	Regular review of product documentation.	1	3	Updating and availability of information.
Safety risks when handling products	Employee injuries, workplace accidents	4	non-compliance with safety procedures	2	Safety training, personal protective equipment	1	8	Strengthening safety training programs, regular inspections of workplace safety practices.
Non-compliance with environmental standards	Fines, legal sanctions, reputational damage	4	Lack of knowledge of regulations, lack of sustainable practices	2	Regulatory monitoring Regular environmental audits, compliance with ISO 14001 standards	1	8	Awareness raising and training on environmental regulations and practices
Corruption	Reputational damage, legal sanctions	4	Lack of internal control, absence of anti-corruption policy	1	Anti-corruption policies, SAP management system	1	4	Continuous employee awareness of ethics
Bribes	Loss of customer confidence, negative financial impact	4	External influence, pressure from customers	1	Financial controls, internal audits	1	4	Carry out regular internal audits Implementation of an anonymous reporting system on the website
Lack of transparency	Deteriorated customer relations, legal investigations	4	Insufficient transparent communication	1	Transparency policy, open communication with customers	1	4	Implementation of a transparent communication system on the website
Conflicts of Interest	Legal proceedings, loss of contracts, Company image	4	No declaration of conflicts of interest	1	Regular declarations of conflicts of interest	1	4	Raising awareness on identifying conflicts of interest
Acceptance of Gifts or Benefits	Undue influence on decisions, favoritism	4	Gift-tolerant corporate culture	1	No Gift Acceptance Policy, Transaction Monitoring	1	4	Prohibit the acceptance of gifts and benefits Raise employee awareness of ethics policies.

IV.Measuring customer satisfaction

Customer satisfaction surveys at Tosyali-Algérie are carried out in several stages: first, existing information on customer satisfaction is analyzed based on complaints and feedback from staff in contact with customers. Next, clear objectives are defined for the survey, focusing on product quality, delivery times, and order processing and invoicing.

A questionnaire, consisting of closed questions with response options and a box for comments, is then developed and sent by email to selected customers, targeting 80% of the best distributors and processors. The responses are then processed statistically to determine the level of satisfaction, and the results are used to implement corrective or preventive actions, with results communicated to teams to continually improve services and products.

Ref : Customer satisfaction survey procedure PRO-SALE-002