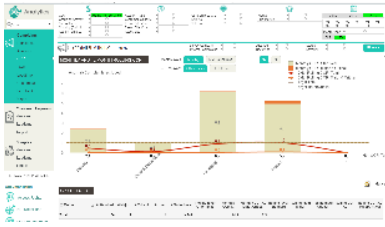


CCR (Customer Complaint Rate)



Owner Complaints

CRM Team

IS Reporting Coordinator

Diogo Paiva & Laurence De-Zeeuw

D&PS Expert

EMEA: Stéphane Bourgeaud-lignot

NAM/LAM: Karina Tsuji

APAC: Lilian Cheong

General Description - CCR (Customer Complaint Rate)

CCR is the customer complaint rate. It is calculated as follows:

CCR Calculations

Monthly CCR:

Method 1: $(\text{Number of Complaints received in month M}) * 1000$

 $\text{Number of order lines having a delivery with good issue in month M}$

Method 2: $(\text{Number of Complaints received in month M}) * 1000$

 $(\text{Number of order lines having a delivery with good issue in the past 12M}) / 12$

Rolling CCR: $(\text{Number of complaints received in 12 month}/12) * 1000$

 $(\text{Number of order lines having a delivery with good issue in the past 12M}/12)$

This calculation provides a number with which to compare whether the rate of complaints is increasing or decreasing based on the ratio with the orders. Another way of stating this is the number of complaints vs number of order lines.

Scope Complaints:

All complaint types are included in the calculation except for complaints with the "Anomaly" severity assigned to them.

For Specialty Polymers, the severity has been mapped (Low + "" No selection (blank)=> Standard, Medium => Major, Critical => High) to be able to display the CCR that is split. This rating is only informative and is not tied to any action. In Icare, the severity is called "Priority" and complaints with no value or "Priority 1" (this one is not actually used) don't appear. In addition, the Product Family = Monomer is excluded in background.

Scope Order Lines and Deliveries (header): *except PEPOL (see below scope for PEPOL)

Base date:

- Complaints : Received Date
- Order lines - Order line creation Month (Y, Y-1 and Y-2)
- Deliveries - Actual GI Month (Y, Y-1 and Y-2)

Additional Tips and Tricks

Attention : The CCR for Non-SAP complaints will be calculated and take in consideration, even though we do not have the count of order lines (sum of complaints SAP & non SAP vs sum SAP order lines).

Services , Packaging, Internal GBU sales and Sold entities are excluded:

- Exclusion of material types services and packaging (i.e. units in KWH): PF1/Z703 WP1/ZDIE WP1/ZVER WP1/ZUNB
- Exclusion of SOLD entities (consolidation method = SOLD)
- Intra GBU flag = N

Sales Order Types included:

System & Order Doc. Type Code	System & Order Doc. Type Label
PF1_020/KB	KB Consign. Fill-up
PF1_020/KBCC	KBCC CC Consign.Sto.
PF1_020/SB	SB Third-p.dir order
PF1_020/TD	TD Standard Order
PF1_020/TDIV	TDIV Misc Op
PF1_020/ZFAC	Industr. Façon BR
PF1_020/ZORB	Standard Order BR
PF1_020/ZOUT	Other Outputs BR
PF1_020/ZRCM	Sales Acct/Order BR
PF1_020/UB	Stock transport ord.
PF1_020/NB	Standard PO
WP1_400/KB	Consignment Fill-up
WP1_400/KBB	BR Consig&Loan Deliv
WP1_400/LP	Scheduling Agreement
WP1_400/ORB	BR Standard order
WP1_400/RCM	BR Cta.&Ord. Sales
WP1_400/TA	Standard Order
WP1_400/ZEXP	BR Export
WP1_400/ZFAC	BR Standard order
WP1_400/ZOR	Immediate delivery
WP1_400/ZRG	Scheduling Agreement
WP1_400/UB	Stock transport ord.
WP1_400/NB	Standard PO

BW Key Figures used:

- Number of Total Order Lines
- Based on the dimension Delivery Number and then counted in Qlikview (COUNTDIST: [C_DELNUM2] Delivery Number

Sources	
Complaints	CRM Salesforce.com iCare for Specialty Polymers - Product Family "Monomers" is excluded
Order Lines	CORE: BW_QRY_MVSDSO57_0001 QV: QVBW_QRY_MVSDSO57_0001

Deliveries	CORE: BW_QRY_MVSDSO57_0002 QV: QVBW_QRY_MVSDSO57_0002
PEPOL	BI4: QV Complaint CRM by GBU CWWPPS 001 Scope: 1) Query filters - Delivery types included: LF & LFB & ZLF (OUTBOUND DELIVERY), NL (REPLENISHMENT DLV.), NLCC (REPLEN.CROSS-COMPANY) 2) IECRA code "IECRA01154";"IECRA00375", Division (SA) code "HY";"KV", Delivery Flow Code "R", Order Document Type Code "ZKL" (SAMPLE ORDER), "KL" (SAMPLE ORDER), "FG" (FREE O CHARGE ORDER), "KE" (CONSIGNMENT ISSUE)