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## QUALITY POLICY

RAEL's main goal is to be recognized as an excellent and reliable supplier of electric motors due to maximum global satisfaction and lasting customer satisfaction, both in terms of characteristics and performance of the purchased products and in terms of received service.

The main objective is translated into the annual definition of measurable quality targets related to:

- ✓ product quality;
- ✓ system quality;
- ✓ customer service quality.

At the same time, RAEL intends to consolidate and improve its market position and to be constantly profitable in order to ensure stable economic soundness.

The pursuit of these objectives can only happen in a context of Absolute Quality: the company constantly implements a set of procedures designed to direct the entire company to obtain a complete satisfaction of all customer needs at the lowest possible price.

The main element of customer satisfaction is the conformity and correspondence of the product to its needs and applicable regulations. Furthermore, the satisfaction must be long-lasting and therefore the product must be reliable over time.

For these reasons, the products manufactured by RAEL comply with the applicable regulations and in particular with the ATEX Directive 2014/34 / EU - and are constantly evolving, keeping pace with the evolution of technologies in order to satisfy as much as possible customer needs.

With this in mind, the General Management has introduced into the company a Quality System complying with the UNI EN ISO 9000 series standards and is committed to providing all the necessary means for its implementation and constant updating.

The General Management has given the Quality Assurance the responsibility and the full authority necessary to supervise the implementation of the Quality System and to verify that what is indicated in this manual complies with the UNI EN ISO 9001 series standards and is correctly applied in the company.

Quality Assurance verifies that the quality improvement goals set by the General Management are understood and supported on all company levels.

A high quality standard is achieved only when all the components of the company, therefore each sector and all the employees and collaborators, collaborate with the maximum responsibility and involvement. The General Management encourages and recognizes the contribution of each employee in overall quality of the products.

The General Management of RAEL are directly involved in the continuous improvement of the product quality because they are aware that the costs of non-quality is an important loss factor of turnover and corporate image.

Every effort aimed at improving quality is a fully shared commitment and approved by the General Management.

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## Customer Complaint

Customer complaint and notifications should be treated carefully as these are relative to the product quality , service and mutual .

All customer Complaint have to be registered by filling in a special form , where all the data is verified and the corrective measures are taken in order to better the points relative to the complaint. In this regard Rael sticks to the following Policy For Complaint Treatment:

- a. All the complaint are important and have to be treated in due time. Rael has a system of traceability according to which it is easy to verify when the product was produced and what components were use , as well as how it was assembled.
- b. Rael is aware and is committed to comply with the laws , being subjected to penalties prescribed by laws 8078/1990, 9933/1999 and others.
- c. Rael analyses the results and takes the corrective measures basing on the statistics of the complaints and their points
- d. Rael defines the responsibilities related to the complaint treatment
- e. Rael knows about the commitment to answer The Immetro about any complaints in the term established by it .

Rael's personnel has been trained in how to deal with Complaints and adopts the following rules and advices :

### 1. Thank the customer for complaining

Say that you are sorry that the problem has happened. This is not an admission of guilt and it does demonstrate respect for the customer.

### 2. Put yourself in the place of the customer

This will instantly give you an advantage, as you not only will have more empathy with the customer, but also you know your business better than them and so can hopefully see the solution quicker.

### 3. Start with the view that the customer has a valid point, not that he/she are trying to rip you off

It is true that there are some professional complainers, but they are in the minority. Accepting the customer may well have a point can trigger ideas for an acceptable resolution.

### 4. Get all the facts first

Let the customer give you all of the information. This will help you fully understand the situation and, if the customer is emotional, this will give them time to calm down. Don't offer the complainant a free of charge substitution. It's very tempting to give the customer a replacement. In many cases it is good service, but too often it is done instead of solving the problem, which can lead to more complaints about the same thing because it hasn't been fixed.

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5. Correct the mistake

All of the other suggestions are pointless if you don't fix the problem. Make sure that your definition of the right fix is the same as the customer's.

6. Learn from every complaint

Fix the process: Train staff in the issue and eliminate the fault. Wherever possible let the complaining customer know that they have helped you resolve a problem. They'll come back again and again and will probably spread the word.

7. Minimize reasons for complaints

Do you have a continuous improvement POLICY ? Do you check customer (and employee) satisfaction regularly? Do you check the quality of the goods sold in your organization? It costs at least 5 times as much to gain a new customer than keep an existing one, and takes 56 days in average. Keeping this complaining customer should be the top priority, and at these cost ratios you can afford to be generous in your time and effort.

8. Always respond

In person complainers hopefully always get dealt with, but make sure that everyone who complains on the telephone, by letter, or by E-mail gets a rapid and appropriate response.

9. Listen to your colleagues

They nearly always care about your company and doing a good job and are much closer to the customers than you are. Ask their views regularly and make changes when they are sensible. Make sure their complaints are handled too.

10. Lead by example

Reward good complaints handling.

General Manager

Firma Dell'amministratore  
