Windchill Customer Experience Management provides for the intake, evaluation, resolution, and tracking of product quality issues brought to light as a result of customer complaints. Companies seeking to improve product quality require real-time access to field performance issues related to the products they design. Windchill Customer Experience Management provides the structured workflow necessary to capture external quality information from customer feedback based on fielded product experiences and service activities, provide for the intake and evaluation of these events, produce reports and graphs to trend their occurrence, and track them through to resolution via corrective and preventive actions in Windchill CAPA.

Windchill Customer Experience Management addresses external quality issues in compliance with industry-driven quality management standards. And by performing these processes in a system that can be seamlessly integrated with CAPA (Corrective Action Preventive Action) processes and other product development activities, Windchill Customer Experience Management is a key component of managing product and process quality enterprise-wide in a single source of truth.

**Key Benefits**

**Structured workflows to address customer complaints**

- Automated workflows throughout the intake, evaluation, general tasks, investigation, safety reporting, review, and escalation to Windchill CAPA of external quality issues

- Uniquely allows for simultaneous workflows, enabling concurrent general tasks and investigations

- Highly flexible workflows are configurable to match your company’s existing business processes

**Integration with other Windchill Quality & PLM modules**

- Escalate customer complaints to Windchill CAPA for corrective action/preventive action processes to ensure systemic quality issues are addressed

- Store customer complaints centrally with manufacturing nonconformances, problem reports resulting from test issues, and other quality data for a holistic view of quality

- Centrally manage quality trending throughout every lifecycle stage, creating highly interactive, intuitive graphs and reports with drill-down capabilities

- Connect customer complaint data to other product data, like the virtual product model, BOM, change management processes, and other quality issues

- Provide real-time access to fielded product performance data for key teams like engineering, R&D, service/support personnel, and quality/reliability leadership
Comply with government and industry quality standards

- Create a traceable record of quality issue resolution in accordance with quality management standards
- Meet quality standards including 21CFR Parts 11/820, ISO 13485, ISO 9000/9001, CMMI, and APQP
- Reduce the cost of compliance with improved efficiency, while proving measurable continuous improvement

Enhance cross-functional communication related to quality

- Leverage external quality information from sources like customer complaints, repair/warranty intake, and service
- Initiate root cause analysis and corrective/preventive actions in response to complaints
- Store quality and PLM data side-by-side, providing easy access to past issues and their related corrective actions

Speed innovation while improving product quality

- Improves upon time-consuming, labor-intensive methods for the intake and resolution of customer complaints
- Improve efficiency by storing all product and quality data together rather than in separate, decentralized systems
- Root cause analysis addresses and corrects the true cause of an issue, avoiding repeat problems in future products

Features and Specifications

Improved efficiency of customer complaints handling

- Detailed OOTB workflows for follow-up actions, return product investigation, and regulatory safety reporting
- Uniform capture, codification, and processing of all customer feedback
- Quickly enter and access complaint records with Call Center functionality, history and lookup
- Evaluate, assign, monitor and review each CEM record
- Ease-of-use and web-based access for rapid data entry and processing
- Provide for trending analysis and contact follow-up
- Enable customer support and quality investigations
- Identify and react to critical customer feedback
- Includes confirmation/effectiveness checks for each action

Powerful reporting capabilities

- Intuitive trending and data mining reports require no knowledge of object or data structures
- Interactively "drill down" into a chart or report to view a detailed record and complete part information.
- Query across multiple data sets in ways not possible in document-centric quality management systems
- User-defined data queries can be output in a variety of formats, including PDF, Text, HTML, XML, and Excel.
- Leverage queries, graphs, scheduled reports and alerts from easy-to-use data monitors to ensure visibility into fielded product quality trends
- Create summary graphs, and management reports to track quality from a high level
- Watchdogs and alerts notify key personnel as issues arise

Create a single source of truth via PLM/CAPA integration

- Capture quality issues from all product lifecycle stages in one integrated environment
- Access quality records from within workflow tasks
- Many-to-many relationships to associate system components and assemblies with customer complaints
- Leverage change management and BOM integration to improve future products with traceability to original issue

Intuitive, quality-focused user experience

- Easy navigation to quality and product records
- Dynamic state diagram provides a quick-reference visual display representing the state of the record
- Access complete quality records directly from workflow tasks – view the task in context of the record
- Easily assign key user roles and groups
- Capture contact information once and associate with any quality record or any record in Windchill for efficiency

For More Information

Please visit: PTC.com/products/windchill/quality

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