



October 2009

# UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

## QUESTIONNAIRE (CONFIDENTIAL WHEN COMPLETED)

### PROJECT TE/RAS/09/003 – Phase 1

#### CUSTOMER PERCEPTIONS OF ACCREDITED CERTIFICATION TO ISO 9001 (In collaboration with ISO – International Organization for Standardization and IAF – International Accreditation Forum)

Thank you for agreeing to take part in this important project. The following questionnaire is designed to address several key components regarding the perception that you, *as a purchaser*, have regarding the ISO 9001 standard, the performance of your suppliers and the accredited certification process.

The information you provide will be used to prepare statistical data that will be included in the survey report, but without reference to the individual source. All detailed information submitted will be treated in the strictest of confidence and will not be disclosed to third parties without your full written agreement.

In order for the survey to be meaningful, we request you to submit data based on consensus between your senior purchasing, technical and quality management personnel, as appropriate.

#### **IMPORTANT NOTES:**

- *This is not intended to be an examination! If you don't know the answer to some of the questions, please say so – there is no need to carry out research to find the "correct" answer.*
- *Please fill out the questionnaire based on YOUR OWN EXPERIENCES, avoiding opinions or perceptions you might have heard from others.*

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UNIDO Lead Consultant - Project TE/RAS/09/003

**PART 1**

**ABOUT YOUR ORGANIZATION:**

1.1 Name and address

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1.2 Contact persons: (Please indicate with a \* who was responsible for filling out this questionnaire)

a) Purchasing

Name:	
Function:	
E-mail:	
Telephone:	

b) Quality

Name:	
Function:	
E-mail:	
Telephone:	

1.3 Main area(s) of activity (eg: Electrical/electronics; Equipment/machinery; automotive etc)

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1.4 Are you part of a larger organization? (For example, are you a local branch of a multinational company?) -Please provide details

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1.5 Number of employees in your organization in this country (**Please mark with an “X” in the appropriate box**)

1-9	10-49	50-199	200-299	300-499	300-499	500-999	1000-4999	≥5000

**PART 2**

**ABOUT ISO 9001 AND ACCREDITED CERTIFICATION:**

2.1 Are you familiar with the ISO 9001 quality management system standard? **(Please mark with an “X” in the appropriate box)**

Never heard of it*	Heard of it but don't use it*	Use it occasionally	Use it frequently	Rely heavily on it

\* If you answer one of these options, there is no need to continue with the rest of the questionnaire. Thank you for participating – please return your questionnaire to the UNIDO consultant.

2.2 Do you know what is meant by each of the following methods that can be used to demonstrate conformity to ISO 9001? **(Please mark with a single “X” in each line of the table below)**

Method	We don't know what this is	We know what this is, but have no experience with it (either applied to ourselves or to our suppliers)	We know what this is, and have experience with it (either applied to ourselves or to our suppliers)
Suppliers declaration of conformity			
2 <sup>nd</sup> party audit (audit conducted by or on behalf of the customer)			
Non-accredited third-party certification			
Accredited third-party certification			

Space for additional comments.....

2.3 Do you know the role of ISO with regards to ISO 9001 certification?

ISO only develops and publishes the standard (ISO 9001), and is not directly involved in the certification process	ISO publishes the ISO 9001 standard and is responsible for carrying out certification	ISO publishes the ISO 9001 standard and <i>accredits</i> certification bodies to carry out certification on its behalf

2.4 Certification bodies (who issue ISO 9001 certificates) often choose to be *accredited*, in order to provide additional confidence in their competence and impartiality. Do you know the name of the national *accreditation* body for management systems certification in your country? **(Please write the name in the space provided)**

2.5 Can you name any foreign *accreditation* bodies for management systems certification? **(Please write down the name(s) of the first one(s) that you can think of in the space provided)**

2.6 Have you heard of the IAF (International Accreditation Forum)?

No	Yes, but I don't know what they do	Yes, and I know what they do

**PART 3**

**ABOUT YOUR PURCHASING AND SUPPLIER SELECTION CRITERIA:**

3.1 What is your typical annual purchasing budget (in US\$ equivalent)? **(Please mark with an “X” in the appropriate box)**

<input type="checkbox"/> ≤\$1 million	<input type="checkbox"/> \$1 – 5 million	<input type="checkbox"/> \$5 – 10 million	<input type="checkbox"/> \$10 – 100 million	<input type="checkbox"/> \$100 million

3.2 How many suppliers do you actively evaluate and monitor (based on the last 12 months)? **(Please mark with an “X” in the appropriate box)**

<input type="checkbox"/> ≤ 10	<input type="checkbox"/> 11 - 100	<input type="checkbox"/> 101-1000	<input type="checkbox"/> 1000

3.3 Approximately what % of your purchases are imports (in \$ terms)? : \_\_\_\_\_%

**Please note that the remainder of this questionnaire relates only to your experiences with LOCAL (NATIONAL) SUPPLIERS**

3.4 Do you use either ISO 9001:2000 or ISO 9001:2008 as part of your supplier evaluation process? **(Please mark with an “X” in the appropriate box)**

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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3.5 Does your own organization have a quality management system that includes your purchasing department within its scope? **(Please mark with an “X” in the appropriate box)**

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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3.6 If the answer to 3.5 is YES, does your quality management system meet the requirements of either ISO 9001:2000 or ISO 9001:2008? **(Please mark with an “X” in the appropriate box)**

No / Don't know	Yes, based on our internal audits and/or a Self-declaration of conformity	Yes, based on audits carried out by our clients (2 <sup>nd</sup> party audits)	Yes, we are certified by a non-accredited certification body*	Yes, we are certified by an accredited certification body*

\* Please inform the name of your certification body. Space for additional comments.....

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3.7 When you are purchasing goods and services, what are the most important factors you take into consideration? (**Please rank in order of importance, with “1” being the most important**)

Quality of product	Delivery time	Supplier reputation	Price	Quality of customer service	Other (Please state below)

Space for additional comments.....

3.8 Please think about the way you specify the goods and services you purchase. For what % of your purchases do you:

Provide no technical specifications at all?	Rely on commercial references or supplier catalogues etc?	Rely on design documents and specifications provided by your own customer?	Refer only to national or international technical standards or regulations for the product?	Provide your own specifications for the product (which may include reference to national / international standards or regulations)?
%	%	%	%	%

**(NOTE: Please provide your best estimate - total should be 100%)**

Space for additional comments.....

3.9 When selecting a supplier for the different kinds of goods and services you purchase, which of the following criteria do you use? **(Please mark with an “X” those that apply - Multiple responses allowed)**

Category	No specific requirements	By considering the supplier’s reputation and/or performance.	By auditing the supplier yourselves	By requiring certification to ISO 9001:2000 or ISO 9001:2008.
High value and/or high risk purchases				
Medium value and/or medium risk purchases				
Low value and/or low risk purchases				

Space for additional comments.....

3.10 If your answer to Q3.9 was that you require certification from some of your suppliers, which of the following do you verify on a systematic basis? **(Please mark with an “X” those that apply - Multiple responses allowed)**

Not applicable – we do not require our suppliers to be certified	We request a copy of the supplier’s ISO 9001 certificate	We verify the validity date on the certificate	We look for the accreditation body logo or mark	We check to make sure that the scope of the certificate is appropriate for the goods and services we are purchasing	We consult the certification body, or a database to make sure the certificate has not been withdrawn

3.11 In order to verify the quality of purchased goods and/or services, do you....? **(Please mark with an “X” those that apply - Multiple responses allowed)**

Category	Carry out no inspection or monitoring	Perform incoming inspections of purchased goods (at your premises)	Perform inspection and/or monitoring at your supplier’s premises (including 3 <sup>rd</sup> -party inspections)	Monitor the performance of purchased goods and services during their use
High value and/or high risk purchases				
Medium value and/or medium risk purchases				
Low value and/or low risk purchases				

Space for additional comments.....

**PART 4**

**ABOUT THE PERFORMANCE OF YOUR SUPPLIERS:**

**(Please note that in this part of the questionnaire an “ISO 9001-certified supplier” refers to a supplier who holds a valid accredited certificate to either ISO 9001:2000 or ISO 9001:2008 for the scope of the goods and/or services they are supplying)**

4.1 Approximately how many ISO 9001-certified suppliers have you done business with over the last 10 years? : \_\_\_\_\_ (number)

4.2 Do you provide feedback to your suppliers on the performance of their products (including services)? **(Please mark with a single “X” in each line of the table below)**

Category	No	Only if we have a complaint	Only if the supplier asks for it	We provide feedback on a regular basis
High value and/or high risk purchases				
Medium value and/or medium risk purchases				
Low value and/or low risk purchases				

Space for additional comments.....

4.3 **Overall**, what is your level of satisfaction with your ISO 9001-certified suppliers with regard to the following characteristics? **(Please mark with a single “X” in each line of the table below)**

Category	Very dissatisfied*	Dissatisfied	Satisfied	Very satisfied
Accuracy of promotional and marketing information for the product				
Ease of communication during purchase process				
Intrinsic quality of purchased product				
Confidence in the supplier's ability to consistently provide conforming products				
Customer service quality (politeness; speed; effectiveness)				
Ability to meet delivery commitments				
Responsiveness to complaints				

\* Please provide details - Space for additional comments.....

4.4 **Overall**, when compared to non-certified suppliers (or the same supplier prior to them becoming certified), how do you rate the following characteristics of your ISO 9001-certified suppliers? **(Please mark with a single “X” in each line of the table below)**

Category	ISO 9001-certified suppliers are:				
	Much worse	Worse	About the same	Better	Much better
Accuracy of promotional and marketing information for the product					
Ease of communication during purchase process					
Intrinsic quality of purchased product					
Confidence in the supplier's ability to consistently provide conforming products					
Customer service quality (politeness; speed; effectiveness)					
Ability to meet delivery commitments					
Responsiveness to complaints					

Space for additional comments.....

4.5 Have you ever complained to your supplier's *certification body* (for example, in the case of repetitive problems)? **(Please mark with an "X" in the appropriate box)**

No – I didn't know I could do that	No – I would like to have done that, but didn't know how	No - I know that is an option, but I never had the need to complain	Yes, but I was dissatisfied with the outcome	Yes, and I was satisfied with the outcome

Space for additional comments.....

4.6 Have you ever carried out your own (2<sup>nd</sup>-party) audits on ISO 9001-certified suppliers? **(Please mark with an "X" in the appropriate box)**

No	Yes, but with major areas of concern about the effectiveness of the certification process (at least one major NC detected during the 2 <sup>nd</sup> party audit) *	Yes, but with some areas of concern about the effectiveness of the certification (several minor NC's detected during the 2 <sup>nd</sup> party audit)*	Yes, and the results were generally satisfactory

\* Please provide details - Space for additional comments.....

**PART 5**

**ABOUT YOUR OVERALL PERCEPTIONS OF ISO 9001 CERTIFICATION:**

5.1 What is your opinion of the *ISO 9001 standard itself (without considering the conformity assessment aspects)*? (Please mark with an “X” in the appropriate box)

Very poor	Inadequate	Reasonably good	Good	Excellent

Space for additional comments.....

5.2 One of the primary objectives of ISO 9001 is for organizations (your suppliers) to be able to demonstrate their ability to “consistently provide you with products that meet your requirements, as well as applicable statutory and regulatory requirements”. ***Based on your own experience***, do you consider that accredited certification to ISO 9001 is achieving that objective? (Please mark with an “X” in the appropriate box)

No - we have very little confidence in certified suppliers.	Not good - provides an inadequate level of confidence in the supplier	Usually provides confidence in the supplier, but with occasional exceptions	Good – provides confidence in the supplier	Excellent – demonstrates that we can rely on this supplier

Space for additional comments.....

5.3 If you have experience with suppliers that have been certified by different *accredited* certification bodies, are you able to perceive any systematic difference in the performance of those certification bodies? **(Please mark with an “X” in the appropriate box)**

No data	All are about the same (equally bad)	We have seen major variations that are cause for concern	There are some variations, but nothing major	All are about the same (equally good)

Space for additional comments.....

5.4 What is your overall perception regarding the credibility of *accredited* certification bodies for ISO 9001 in your country? **(Please mark with an “X” in the appropriate box)**

Very poor	Poor	Fair	Good	Very good

Space for additional comments.....

5.5 Have you ever complained to an **accreditation body** about the performance of a supplier or the performance/behaviour of an accredited certification body? **(Please mark with an “X” in the appropriate box)**

No – we didn’t know we could do that	No – we would like to have done that, but didn’t know how	No - we know that is an option, but we never had the need to complain	Yes, but we were dissatisfied with the outcome	Yes, and we were satisfied with the outcome

Space for additional comments.....

5.6 The second phase of this UNIDO/ISO/IAF project (scheduled for 2010) involves the selection of a sample of ISO 9001-certified organizations to verify the effective implementation of their quality management system and the effectiveness of the certification process. Would you be willing to collaborate more actively in this second phase, and share further information about your suppliers’ performance (subject to strict confidentiality restrictions)? **(Please mark with an “X” in the appropriate box)**

YES	<input type="checkbox"/>	NO	<input type="checkbox"/>
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Thank you for participating in this survey. If you would like to add additional comments to be taken into consideration, please feel free to do so. If you would like to discuss your comments in more detail, please contact Dr Nigel H Croft, the UNIDO Lead Consultant for this project, e-mail [nigelhcroft@sapo.pt](mailto:nigelhcroft@sapo.pt)

Space for additional comments not covered elsewhere in the survey.....