

OPPO 广东移动通信有限公司

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TO：海外各市场总经理、海外各市场客服经理

CC：海外客户服务部、业务审计部

发文单位：海外客户服务部

发文日期：2019 年 4 月 29 日

标题：**OPPO 海外客户服务中心品质反馈奖励规定 V4.0**

一、目的

规范品质反馈奖励制度，明确品质反馈基本要素与职责，提高品质改善效率，优化用户体验，提升品牌形象。

二、适用范围

本规定适用于海外服务中心全体成员。

三、品质反馈基本流程

品质反馈定义：是指在使用期间使用者的需求不能得到实现或满足，提出的问题反馈与建议。

3.1 品质反馈信息获取

通过各渠道主动获取使用者反馈的问题与建议，积极主动的对使用者反馈的问题进行确认并按规定收集信息。

3.2 品质反馈信息提交

为确保品质信息的完整性、提升品质反馈处理效率，所有品质反馈信息必须提交品质信息反馈单。日常工作中可通过及时性通讯软件或邮件的方式，将反馈信息及时传递给总部，为确保反馈信息的完整性，同样需在客服系统提交《品质信息反馈单》。

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3.3 品质反馈信息跟踪

品质反馈使用《品质信息反馈单》进行跟踪、处理，处理进度与结果以品质信息反馈单更新的信息为准。

四、客服系统品质反馈单提交基本要求

4.1 品质反馈基本信息完整性要求

- 反馈基本信息：问题描述、操作路径、概率、产品信息、log 和视频文件等；
- 问题描述要求：需详细记录用户对产品的问题描述，操作程序，复现必备条件以及服务中心的确认结果；
- 硬件类问题要求：需提供照片、视频和 IMEI 号并上传到品质反馈系统；
- 软件类问题要求：需提供 log 链接、视频和 IMEI 号并上传到品质反馈系统。

4.2 硬件与结构提单要求

4.2.1 符合品质反馈提单要求的

- 开箱过程中发现低级人为问题：错、漏、少、重；
- 产品故障不良率同期比较有明显上升；
- 应品质分析需求总部要求重点跟进的问题；
- DOA/DAP 机器出现的外观类及硬件类问题。

4.2.2 不符合品质反馈提单要求的

- 总部已发文说明的已知故障；
- 常规维修中发生的不具代表性的个案问题；

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- 三方原因造成的损坏（进水、摔坏、私拆等）。

为提升新品改善效率，新产品上市品质收集期内（60 天）越南、泰国、印度、印度尼西亚、菲律宾、马来西亚区域发生的品质问题需直接反馈到项目品质收集分析群，无需提交品质信息反馈单，其他区域在品质收集期内发现的品质问题需汇总提单，品质收集期结束后所有区域可正常提单。

4.3 软件问题提单要求

符合品质反馈提单要求的

4.3.1 建议与需求

主要包括产品功能缺失（友商有此功能）、不符合用户使用习惯、用户体验不佳等；

4.3.2 软件 bug

软件功能缺陷包括某个软件版本特有的问题、产品软件功能缺陷（友商无此缺陷）、手机内置 APP 使用问题等；

4.3.3 专项重点问题

由总部发起的专项改善项目：如无线连接类/发热耗电类/信号、通话、数据网络/死机重启、卡顿、闪退/三方 APK 兼容性问题等；

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五、品质反馈分级标准

在日常反馈中根据反馈问题的重要程度进行等级区分, 品质反馈等级将分为 A/B/C 三个类别, 划分细则如下:

等级	故障分类	判断原则
A 类	超级应用软件 内置软件功能问题	友商无, OPPO 有 (同平台同安卓版本对比)
B 类	超级应用软件功能问题	同平台同安卓版本机型有
	非超级应用软件功能问题	友商无, OPPO 有 (同平台同安卓版本对比)
	产品故障率同期比较有明显异常	产品维修数据同期对比明显异常
C 类	非超级应用软件功能问题 硬件问题	同平台同安卓版本机型有 单机型反馈 3 例以上同故障硬件问题 (DOA/DAP 工艺不良类问题除外)

六、品质反馈奖励规范

6.1 奖励范围

6.1.1 重大问题

影响重大(由总部品质改善团队共同确认)的品质反馈问题, 予以 50 USD~150 USD /次的奖励。

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6.1.2 专项问题

- 无线连接问题: 提供有效 Log 或者有效复现路径;
- 三方 apk 问题: 提供 apk 名称, 版本与复现路径, 或有效 Log;
- 信号类问题: 提供地点, 运营商名称, 网络类型有效 Log 和视频等信息;

备注: 专项反馈问题总部确认反馈有效且为 B 级以上, 予以 3 USD / 次的奖励。

6.1.3 常规反馈

常规反馈包括硬件类问题、软件类问题和用户建议与需求, 常规类反馈奖励额度根据问题等级进行划分, 各等级奖励金额如下:

A 类问题 \$15/个

B 类问题 \$5/个

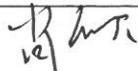
C 类问题 \$1/个

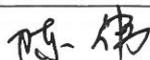
6.1.4 其它

- 应品质改善需求由总部发起的临时性品质收集, 可根据实际状况进行奖励, 奖励范围\$20-\$100/次;
- 新品上市品质收集属正常品质收集, 不纳入临时性品质收集。

6.1.5 以下情况不在奖励范围

- 多人反馈同一问题, 仅对前 3 名反馈人进行奖励;
- 已知问题且已发布解决方案的问题;
- 反馈的问题公司验证未复现的, 且反馈人不能提供有效的视频, 图片或有效的 Log 数据为无效问题, 不属于奖励范围。

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6.2 奖励计算方式

海外客户服务部每月初根据系统数据进行奖励金额进行计算。

奖励总金额= A 类数量*15\$ + B 类个数量*5\$ + C 类数量*1\$ + 专项奖励

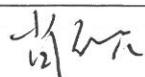
6.3 品质反馈奖励公布与奖金发放

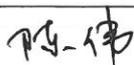
- 海外客户服务部负责统计奖励结果，并于次月 15 日前公布。
- 各区域品质反馈专员根据奖励结果，向本地财务申请奖励款，于 25 日前完成奖励发放，发放记录抄送至总部品质反馈奖励管理人员。
- 奖金发放原则：发放对象为实际反馈人和品质反馈专员，实际反馈人获得的奖励金额不得低于总部发放奖金额度的 70%。

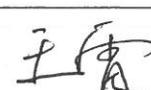
例如：某反馈人当月反馈 1 个 A 类和 1 个 B 类问题，反馈人所得奖励范围应在 14~20 美元之间。 计算方式： $(15+5) * 0.7 = 14$ 美元

- 海外客户服务部提交核销申请，由总部财务安排打款给代理财务。

本规定自签发之日起生效

拟制：

审核：

批准：

TO: All Overseas CEO, All Overseas Customer Service Managers

CC: Overseas Service Department, Business Audit Department

Issued by: Overseas Service Department

Issuance Date: April 29th, 2019

Title: OPPO Quality Feedback Reward Regulations for Customer SC Staff V4.0

1. Purpose

This document clarifies the basic elements and responsibilities of quality feedback, aiming at collecting feedback information efficiently and accurately to promote product quality improvement, optimize customers' experience and enhance the brand image.

2. Scope

The document applies to all staff of Overseas Service Centers.

3. Basic Process of Quality Feedback

Quality feedback personnel initiatively collect suggestions and questions about products from customers through various channels, actively confirm and the feedback from customers according to the requirements.

3.1 Information Acquisition of Quality Feedback

The feedback will be confirmed according to the information provided by the customer. If the feedback is representative and influential, the feedback should be collected.

3.2 Information Submission of Quality Feedback

In order to ensure the integrity, easier management of quality information, and improve the efficiency of quality feedback process, all quality feedback information must be submitted in the quality feedback system.

The feedback person can also send the feedback information to HQ in time on the timely communication App or email. To ensure the integrity of the information, the quality feedback information still needs to be submitted in the customer service system.

3.3 Information Tracking of Quality Feedback

All quality feedback information will be tracked by using the Quality Feedback Information Form, and the progress and results will be subject to the updated information in the system.

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Approved: *Leo.*

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4. Basic Requirements for Quality Feedback Submission in the System

4.1 Integrity of Quality feedback Information

- The requirement for Basic Information: problem description, operating Path, reproduce probability, model, log and videos etc.;
- The requirement for Problem Description: It is necessary to record the customer's description of the product, the operating path, the reproduce requirements and the confirmation results of the service center in detail;
- The requirement for hardware issues: photos, videos, IMEI numbers should be provided and uploaded to the quality feedback system;
- The requirement for software issues: log links, videos, IMEI numbers should be provided and uploaded to the quality feedback system.

4.2 Submission Requirements for Hardware and structure issues

4.2.1 Consistent with the Requirements of Quality Feedback

- Some man-made issues of low levels: broken, missed, omitted or repeated disassembly;
- The failure rate of product has obviously increased in a period of time;
- Issues that required by HQ for special quality analysis;
- DOA/DAP device and some appearance defects.

4.2.2 Inconsistent with the Requirements of Quality Feedback

- The issues released by the HQ in the form of Notice;
- Cases happened in the regular maintenance;
- Damages caused by the Third party force, liquid, broken, or private disassembly.

Note: During the quality collection period for new products (60 days), feedback from Vietnam, Thailand, India, Indonesia, Philippines and Malaysia needs to be submitted in the corresponding project quality analysis group. For other regions. The feedback only needs to be submitted in the quality issue summary list during the quality

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collection period. After the end of the quality collection period, the feedback should be submitted normally in the feedback system.

4.3 Submission Requirements for Software Issues

4.3.1 Suggestions and Requirements

Suggestions and requirements include functions that especially exist in competitors' products, do not conform to user usage habits and functions that can further enhance the user experience.

4.3.2 Software Bugs

Software functional defects, problems specific to a certain model or a certain software; problem exists in OPPO products but not in competitors' products; functional defects existed in the built-in apps, etc.

4.3.3 Specific Quality Issues

Special issues improvement project initiated by HQ, such as Wireless Connection Malfunction/ Heating Power Consumption / Signal, Call, Data Network / Crash and Restart Project/ Hang& Forced Close / Three-party APK, etc.

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5. Grading Standard for Quality Feedback

Based on the significance of the feedback, the effective quality problem is divided into three categories Class A/B/C. The details of the division are as follows:

Class	Issue Classification	Judgment Principles
Grade A	Super App issues Built-in Software issues	Exist in OPPO only (Compared with the same Android platform)
Grade B	Functional issues in Super App	Exist in all Android platforms;
	Non-Super App issues	Exist in OPPO only ; (Compared with the same Android platform)
	The failure rate of model has obviously increased in a period of time	The comparison of product data in the same period is obviously abnormal;
Grade C	Non-Super App issues Hardware issues	Exist in all Android platforms For the hardware issues, more than 3 cases in the same model should submitted (except for DOA, DAP other process failures).

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6. Quality Feedback Reward Specification

6.1 Reward Scope

6.1.1 Important Issues

It will be awarded 50 USD~150 USD / times if the submitted sheet has a significant impact. (Confirmed by HQ quality improvement team)

6.1.2 Specific Issues

- Wireless Connection Issues: valid log or reproduction path should be provided;
- Third-party APK Issues: APK name, version and reproduction path should be provided;
- Signal Issues: location, ISP name, network type, valid log and videos should be provided;
- The Specific Issue confirmed by HQ and judged as Class B or above will be awarded 3 USD/Case.

6.1.3 Regular Feedback

Regular feedback includes hardware issues, software issues and suggestions and requirements from customers. The reward varies from class grading.

Grade A: \$15/case

Grade B \$5/case

Grade C \$1/case

6.1.4 Others

- For the temporary feedback collection required by HQ, the reward amount is \$20~\$100/case according to the actual condition;
- During the feedback collection period (60 days after new product listed), the feedback collection is taken as the regular feedback, but not the temporary feedback collection.

6.1.5 Conditions not Covered in the Reward Range

- Multiple feedback with the same question, only the first 3 will be rewarded;
- Known issue or the issues have been released in the FAQ from HQ;
- If issues cannot be reproduced by HQ, and valid videos, images or the log data cannot be provided by the feedback owner, the feedback will not be covered in the reward range.

6.2 Calculation of the Reward Amount

The reward amount for quality feedback is divided according to the Class, and the reward amount of each class as follow

Total Reward = (The amount of Class A × \$15) + (The amount of Class B × \$5) + (The amount of Class C number × \$1) + (Reward for special issues)

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6.3 Quality Feedback Reward Announcement and Payment

- The Overseas Customer Service Department is responsible for the statistics of the reward results, which will be announced before the 15th of the following month;
- According to the rewarding result, the quality feedback specialist requests the local finance department to reward money to actual feedback staff before the 25th, and the award record should copy to the administrator for quality feedback rewarding from HQ;
- Payment principle: The reward received by the actual feedback personnel should be higher than the 70% of the reward paid by the HQ;

For example: If an employee submitted one issue of Grade A and one issue of Grade B in the feedback system for the month, the reward he range will be from \$14 to \$20. Calculation: $(15+5)*0.7=\$14$

- The Finance Department in OPPO HQ will arrange the transfer to the Agent Finance Department once the write-off application has been submitted by the Overseas Service Department.

This regulation shall come into force on the date of issuance.

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