SwissLinc
SWISS GLOBAL QUALITY LICENCE

SWISSLINC CURRICULUM

Working with Swiss customers

Follow a customer order from the first data sheet through a service claim. Practice clarifying technical requirements, comparing options and documenting what both sides agree to before production.

1. Formalities

Use the registry entry, website and quotation to check that customers can identify the company they are contracting with.

2. Infrastructure

Set up communication and support, present the product range publicly and guide the customer through sample approval.

3. Culture

Agree on expectations with Swiss customers and keep projects on track across time zones and when something goes wrong.

4. Commercial practice

Document what the customer is buying and how the supplier will deliver it, from the first design change through a warranty claim.

Note: The SGQL seal and a SwissLinc certificate may only be used after separate assessment and active certification. This curriculum is guidance and not proof of certification.

PRACTICAL REQUIREMENTS

1. Formalities

- **Registered office and address**
  Give the legal name, registered office and business address. List any separate manufacturing or shipping address.
- **Company identification**
  Provide the registration number and name the registry. Check the website and quotation against the registry entry.
- **Contact details**
  Name a contact and give customers a business email address and phone number for questions.

2. Infrastructure

- **Communication software**
  Set up a video call and test whether both sides can open and discuss the current drawing together.
- **Minimum support coverage**
  Set hours for English-language support and assign backup coverage. The course uses eight hours of availability per working day as a benchmark.
- **Response times**
  Aim for a first response within 24 hours and access to an English-speaking project contact within two working days. Give a date for the next update when questions remain open.
- **Public product catalog**
  Publish standard models with data sheets. Show which dimensions, materials and finishes are available and which requests need engineering review.
- **Internal project workflow**
  Assign a project lead to develop prototype options with engineering and sales. Give the customer a timeline for the proposal, sample and approval.

Practice the first response	A customer asks whether a housing can be made from another material. Acknowledge the request, name the person reviewing it and agree on a date for the technical answer.

CUSTOMER TRUST IN INTERNATIONAL BUSINESS

3. Culture

- **How the Swiss customer works**
  At kickoff, ask who reviews drawings and who approves production. The supplier confirms commitments in writing and flags schedule risks early.
- **What suppliers can expect**
  Suppliers can ask customers for agreed specifications and sample feedback. A sample request alone does not commit the customer to a production order.
- **Mistakes and misunderstandings**
  If a sample differs from the specification, check the approved drawing revision, explain the impact and propose a correction with a date.
- **Time zones**
  Agree on overlapping meeting hours and confirm deadlines with a date and local time for both parties. Account for Swiss daylight saving time.

Practice a sample approval

The buyer says the sample looks good. Engineering approval is still pending. Draft a reply naming the drawing revision, the remaining check and the decision date. Ask who will authorize production in writing.

4. Commercial practice

- **Product customization**
  Turn a request into requirements both sides can check. Compare options by feasibility, quantity, tooling cost and lead time, then propose a sample for approval.
- **Quotations and contracts**
  Record the drawing revision, tolerances, price, payment and delivery terms. Agree on who approves later changes, including added costs and revised dates.
- **After-sales service**
  Trace a complaint using the order number, batch and reported fault. Discuss spare parts, repair or replacement and set a date for the next update.
- **Warranty coverage**
  Explain the scope, duration and exclusions of the agreed warranty. Work through a claim to establish what evidence is needed and who arranges and pays for the return.



SwissLinc SGQL Seal
The seal stands for assessed structures, clear communication and traceable service processes. After successful certification it can be used on offers, as a web label or for entrance signage.