

QUALITY CUA SUBMISSIONS

How to Properly Submit a CUA

This document is to be used as a guide for submitting & responding to CUA's to include all necessary documentation that will be required to implement corrective actions.

- For instructions on HOW to submit a CUA, please refer to the [CUA Training Document / SOP](#)

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A screenshot of a Whirlpool Customer User Agreement (CUA) form. The form has a dark blue header with the Whirlpool logo. Below the header, the title "CUA" is displayed. The main text explains the purpose of the document and mentions that the user's name and photo will be recorded. There are three required input fields: "Shipment", "Trailer number", and "Is this an LTL load?". Each field has a "Your answer" label and a text input area. The "Is this an LTL load?" field has two radio button options: "Yes" and "No".

Whirlpool

CUA

The purpose of this document is to identify unfavorable condition upon arrival conditions.

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not dennis_f_schneider@whirlpool.com? [Switch account](#)

*** Required**

Shipment *

Your answer _____

Trailer number *

Your answer _____

Is this an LTL load? *

Yes

No

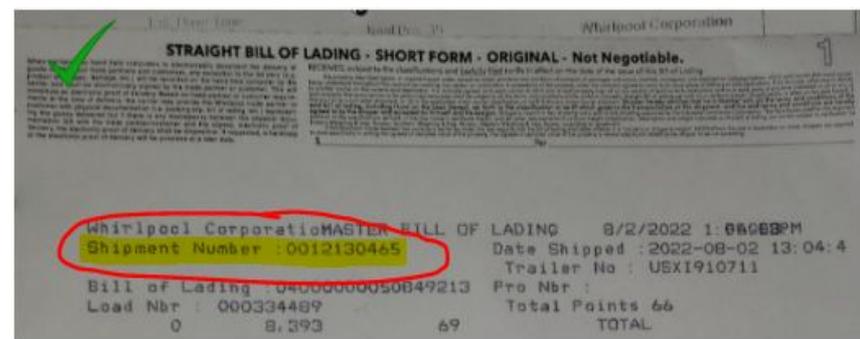
1. Using the Correct Shipment Number

Ensure that you are using the correct shipment number. This number is used for reporting. If anything other than a shipment number is used, information may be lost and not recorded.

Example of incorrect shipment number

Shipped Location: [REDACTED]	
Receiving Location: [REDACTED]	
Shipment Number: 305225545 	Trailer number: USXI910711
Issue: LDC - System Issue (Stock Receive Issues)	
Number of damaged packages: 0	Number of damaged units: 0
Comments: Barbara Dawson	

The shipment and trailer number can be found on the BOL



Always reference the Bill of Lading (BOL) - This is the most up to date paperwork

2. Selecting the Correct Shipping Location

Verify you are selecting the correct shipping location.
This can be found on the BOL paperwork.

B I L L O F L A D I N G

Shipment No: 12128272
Trans/Bill No: 1011454238

Bill of Lading: 305388955
Cust. P.O. No.: 32789

SCAC : VVV4
Carrier: RYDER LAST MILE, INC.
248-563-8109

Ship Cond. : Standard Delivery
Trailer No :
Trailer Seal : 286160
Delivery Terms: PPF
Date Shipped : 07-30-2022

Ship From:
DALLAS RDC

Whirlpool Corporation
500 MILLER FERRY ROAD
WILMER TX 75172-1178

Sold To: 752163
STANTONS APPLIANCE SALES & SERV INC
2450 N SHERWOOD FOREST DR
BATON ROUGE LA 70815-1843
USA
2252756220

Ship To: 752163
STANTONS ACE APPLIANCE SUPERSTORES
STANTONS APPLIANCE SALES & SERV INC
2450 N SHERWOOD FOREST DR
BATON ROUGE LA 70815-1843
PH 2252756220

Shipping Location

26. R455 Dallas RDC

3. Photo Requirements

The CUA submission should tell a story of how the issue did or may have occurred. This helps the shipping site to enforce corrective actions to resolve the issue(s) moving forward. **Remember: The shipping site is not physically there to view the issues. You need to provide clear documentation.**

Things to Include:

1. Photos of the issue inside the trailer, whenever possible.
2. Provide a close up view & wide angle view (minimum of 1 photo of each)
 - a. The wide angle should show a broader view of where the unit is in the trailer and what product(s) it is loaded next to, on top of, etc
3. If you are reporting damaged packaging or damaged product, you need to provide photos of each issue.
 - a. **Do not submit for 5 damaged products and submit 1 photo of a damaged unit. All 5 products should be included in the photo submission.**



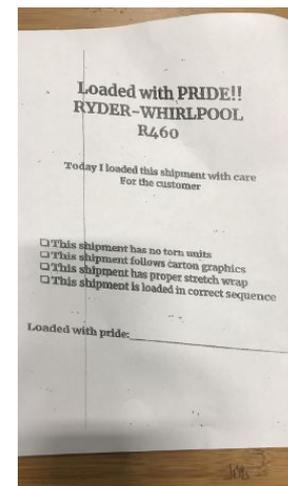
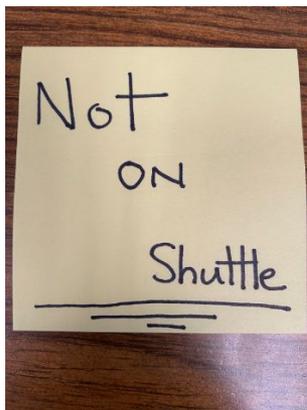
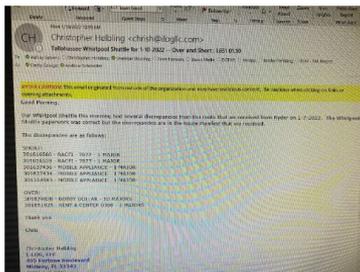
3. Photo Requirements

Things NOT to Include:



- Co-Mingle: This is not Whirlpool product. Do not submit issues with co-mingle products.
- Do not submit photos that are not from the shipment being reported.
 - Random images
 - Paperwork from Descarte (Route Planner)
 - Old images/Repeat Images from previous CUA's

No picture available.



4. Comment Requirements

1. Be clear and descriptive about the issue(s) you are reporting.
2. Include your name in the comments section
 - a. This allows the shipping location to be in direct contact with the person who observed the load.

Reported By: L620 Shreveport LDC
07-28-2022

Reported Date:

Shipped Location: R455 Wilmer RDC		
Receiving Location: L620 Shreveport LDC		
Shipment Number: 12125856	Trailer number: 6323277	
Issue: Damaged Packaging (EMPAQUE DANADO), LDC - Tight Load		
Number of damaged packages: 7	Number of damaged units: 0	
Comments: Dalton Martin 07/28/2022 Trailer over point limit, boxes damaged before inbound, looks like product squeezed into trailer to make room for over point product.		

Reported By: [REDACTED]
07-28-2022

Reported Date:

Shipped Location: F076 Chicago FDC		
Receiving Location: [REDACTED]		
Shipment Number: 52539840	Trailer number: 947069	
Issue: Damaged Packaging (EMPAQUE DANADO)		
Number of damaged packages: 12	Number of damaged units: 0	
Comments:		

5. Responses and Follow Ups

When responding to CUA's, ALWAYS:



1. State root cause
2. State corrective action being taken
3. If disputing- submit detailed response and contact receiving location directly for resolution
 - a. Contact RQM if additional assistance is needed

NEVER give generic responses:



Documentation given to the loader

Thanks you for your feedback

Loadshift. Damaged boxes.

This will be reviewed with driver.

I will be reviewing this with the operator.

6. Submission Examples

Reported By: R461 Perris RDC
07-28-2022

Reported Date:



Acceptable - Detailed Comments, sufficient images

Shipped Location: F044 Marion FDC	
Receiving Location: R461 Perris RDC	
Shipment Number: 52542584	Trailer number: HGIU506638
Issue: Damaged Packaging (EMPAQUE DANADO)	
Number of damaged packages: 10	Number of damaged units: 0
Comments: 7/28 RG- Creases Top To Bottom, creases sides and the front side of the packaging, MGD5630HW :27 FL DRYER, MED8630HC ,MED8630HC ,WGD6620HC	



6. Submission Examples

Reported By: L893 San Diego LDC
08-01-2022

Reported Date:



Acceptable - Detailed Comments, sufficient images

Shipped Location: R461 Perris RDC
Receiving Location: L893 San Diego LDC
Shipment Number: 12128828 Trailer number: SUNO 703688
Issue: Trailer Issue (CONDICIONES DE TRAILER "CLAVOS, FILTRACIONES ETC")
Number of damaged packages: 0 Number of damaged units: 0
Comments: there is a hole on the trailer floor creating a safety issue for us as we unload the trailer using hand dollies. Gabriel Galaviz.



6. Submission Examples

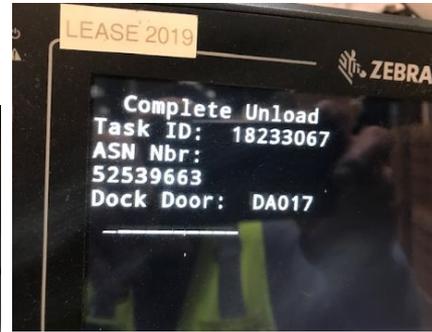
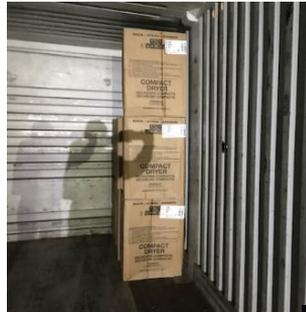
Reported By: R458 Spanaway RDC
08-01-2022

Reported Date:



Acceptable - Detailed Comments, sufficient images

Shipped Location: F044 Marion FDC	
Receiving Location: R458 Spanaway RDC	
Shipment Number: 52539663	Trailer number: CFQU113547
Issue: Damaged Packaging (EMPAQUE DANADO)	
Number of damaged packages: 3	Number of damaged units: 0
Comments: Received three units with damaged packaging - Garland	



6. Submission Examples

Reported By: [REDACTED]
07-28-2022

Reported Date:



Not Acceptable - No Comments, poor quality images, does not show any damaged units or improper stacking.

Shipped Location: F325/FM25 Ramos	
Receiving Location: [REDACTED]	
Shipment Number: 52544136	Trailer number: 707
Issue: Improper Stacking (ESTIBADO INCORRECTO), Damaged Packaging (EMPAQUE DANADO), Damaged product (PRODUCTO DANADO)	
Number of damaged packages: 24	Number of damaged units: 2
Comments:	



6. Submission Examples

Reported By: [REDACTED]
08-01-2022

Reported Date:

Shipped Location:
F397 Tulsa FDC

Receiving Location:
[REDACTED]

Shipment Number: 52526895

Trailer number: W40635

Issue: Improper Stacking (ESTIBADO INCORRECTO), Damaged Packaging (EMPAQUE DANADO), Loaded against carton graphics (PRODUCTO CARGADO EN CONTRA DE LOS GRAFICOS DE EMPAQUE), Load Shift (MOVIMIENTO DE LA CARGA)

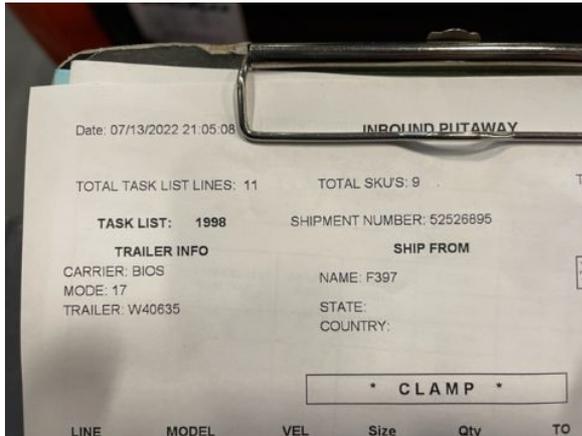
Number of damaged packages: 2

Number of damaged units: 0

Comments:



Not Acceptable - No Comments, did not reference BOL, no photos of damaged packaging or improper stacking.



6. Submission Examples

Reported By: L707 Birmingham LDC
08-03-2022

Reported Date:

Shipped Location:
R453 McDonough RDC

Receiving Location:
[REDACTED]

Shipment Number: 12130495

Trailer number: 005132

Issue: LDC - Tight Load

Number of damaged packages: 0

Number of damaged units: 0

Comments: Good trailer!



Not Acceptable - CUA's should cover issues only. No images of tight load. Image uploaded is not relevant to submission.



Image submitted



7. RQM Contacts



RQM	REGION	Email	Phone
Celeste Keusch	West	Celeste_M_Keusch@whirlpool.com	517-643-2956
Celeste Keusch/Fernanda Ripley	South	Celeste M Keusch@whirlpool.com fernanda_ripley@whirlpool.com	517-643-2956 269-325-8502
Jeremy Monger	East & Columbus	jeremy_monger@whirlpool.com	423-331-6406
Dennis Schneider	Midwest & Mexico	dennis_f_schneider@whirlpool.com	269-252-8043