

## 4. Customer Return Handling Flow and Failure Analysis Procedures

### Customer Return Handling Flow

To ensure that customers receive prompt and efficient service, Winbond has developed a detailed procedure for handling products returned by customers (see Figure 4.1). Field quality information is an essential factor in improving product quality. Field failures are subjected to detailed failure analysis, the results of which are used to propose corrective action for implementation in design, production, or testing.

### Failure Analysis Procedures

A successful failure analysis should indicate the root cause of failure and suggest appropriate corrective measures. Since ICs are subject to a wide range of failure modes, which may be caused by a variety of factors, Winbond has established a comprehensive failure analysis procedure to guide the analysis and evaluation of all rejected products. Failure analysis is generally conducted in Winbond's sophisticated in-house failure analysis laboratory; in special cases, failure analysis work may also be subcontracted to outside labs. Figure 4.2 depicts the general failure analysis procedure.

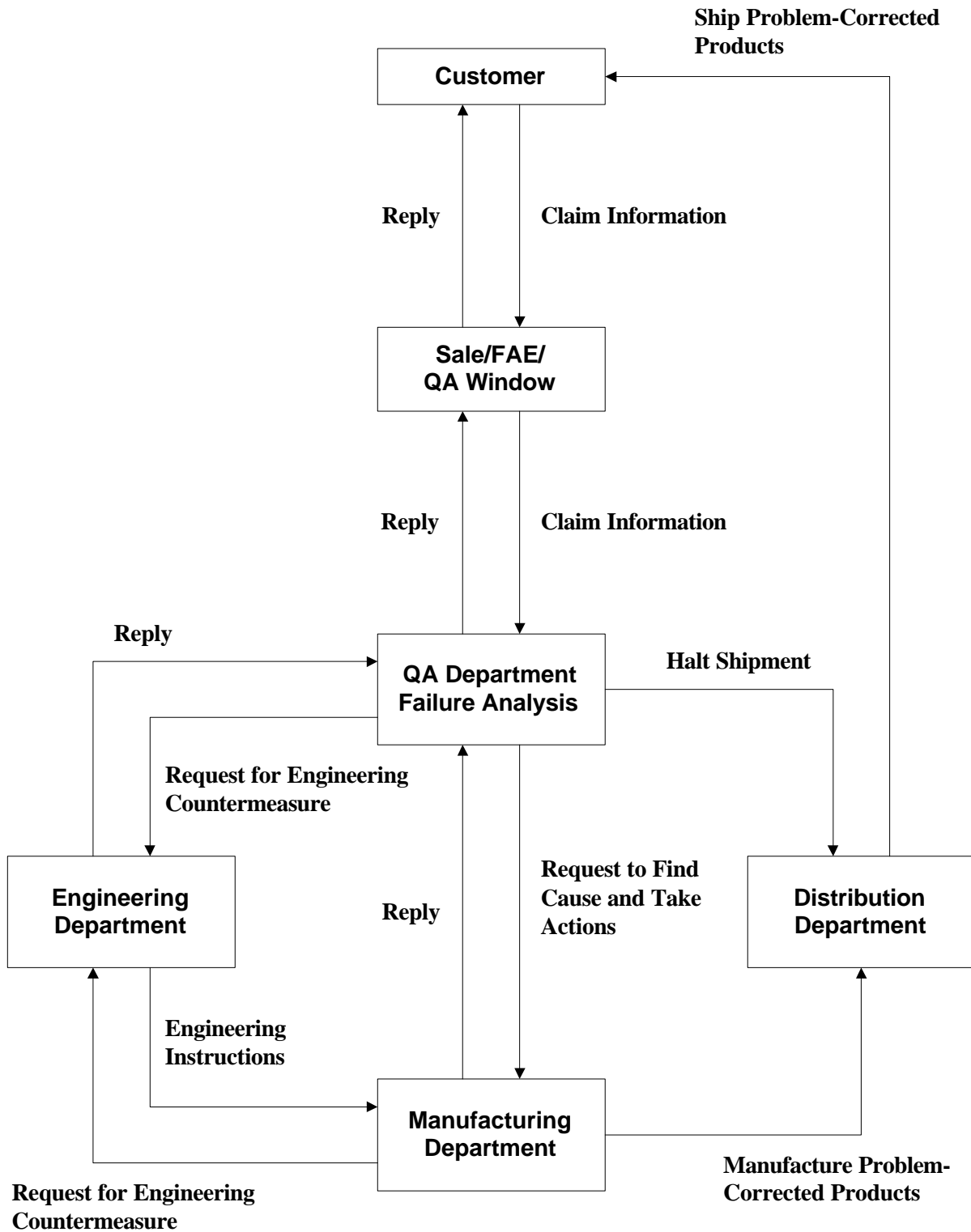


Figure 4.1 Customer Claim Processing Flow

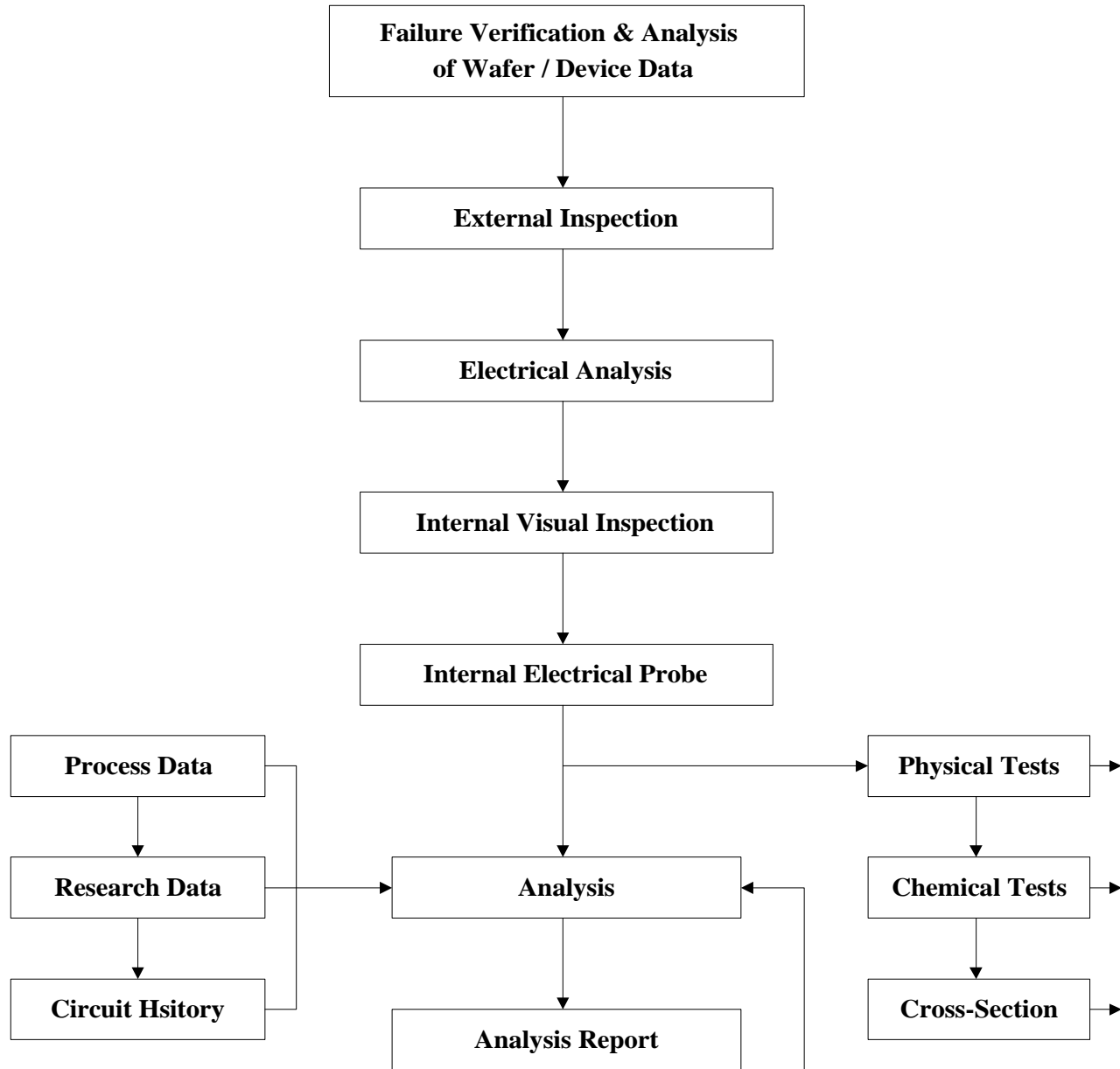


Figure 4.2 Failure Analysis Procedure