# Responding to Customer Inquiries Quickly by Identifying Issues with SPI
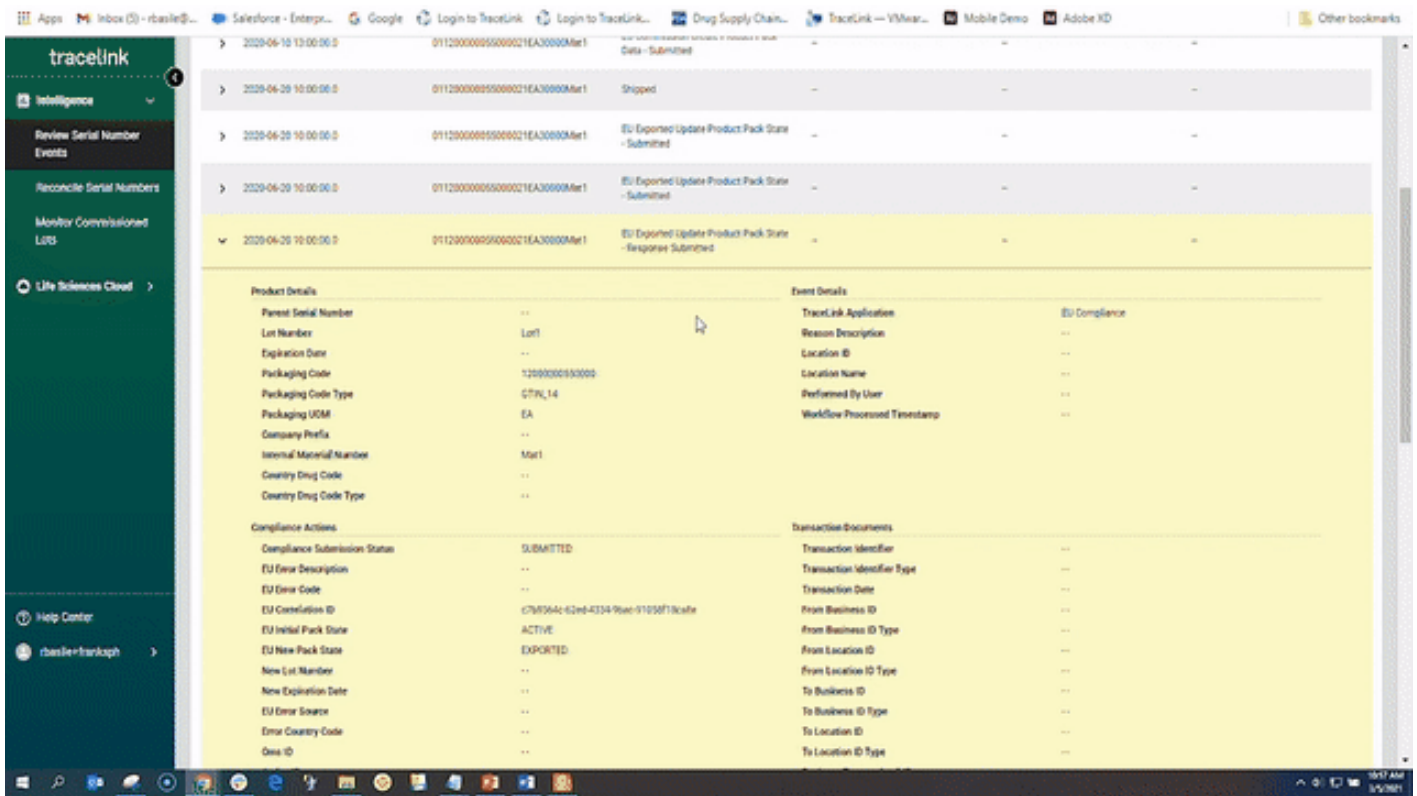
*"At CPL, the 'customer is king.' Anything we can do to troubleshoot issues faster and satisfy our customers is always a plus. And, as we get products out the door faster, we're able to invoice faster."*

Daryl Chin

Engineering Manager

Contract Pharmaceuticals Limited

Using an example from a customer reporting to the EU Hub in Europe, TraceLink

Solutions Consultant Rich Basile shows Daryl Chin, Engineering Manager at Contract

Pharmaceuticals Limited, how SPI can be used to resolve a customer query about

receiving an error report back from the EU Hub simply by entering the serial numbers

that triggered the failed response, in this case a "Bad Lot" error. With only a few clicks,

Daryl can determine that the error was an anomaly, and not a more serious systemic

failure.

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