Vodenje kakovosti - Zadovoljstvo odjemalcev - Smernice za kodeks ravnanja organizacij

Quality management - Customer satisfaction - Guidelines for codes of conduct for organizations

iTeh STANDARD PREVIEW

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Management de la qualité - Satisfaction du client - Lignes directrices relatives aux codes de conduite des organismes

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: www.iso.org/iso/foreword.html.

The committee responsible for this document is ISO/TC 176, *Quality management and quality assurance*, Subcommittee SC 3, *Supporting technologies*.

This third edition cancels and replaces the second edition (ISO 10001:2007). This edition has sought to improve the alignment of ISO 10001 with ISO 9001:2015.

ISO/DIS 10001:2017(E)

Introduction

0.1   General

Maintaining a high level of customer satisfaction is a significant challenge for many organizations. One way of meeting this challenge is to put in place and use a customer satisfaction code of conduct. A customer satisfaction code of conduct consists of promises and related provisions that address issues such as product and service delivery, product returns, handling of personal information of customers, advertising and stipulations concerning particular product and service attributes or performance (see Annex A for examples). A customer satisfaction code of conduct can be part of an effective approach to complaints management. This involves:

a)   complaints prevention, by making use of an appropriate customer satisfaction code of conduct;

b)   internal complaints handling, for instances when expressions of dissatisfaction are received;

c)   external dispute resolution, for situations in which complaints cannot be satisfactorily dealt with internally.

This International Standard provides guidance to assist an organization in determining that its customer satisfaction code provisions meet customer needs and expectations, and that the customer satisfaction code is accurate and not misleading. Its use can:

— enhance fair trade practices and customer confidence in an organization;

— improve customer understanding of what to expect from an organization in terms of its products and services and relations with customers, thereby reducing the likelihood of misunderstandings and complaints;

— potentially decrease the need for new regulations governing an organization's conduct towards its customers.

The satisfaction of persons or organizations that could or do receive a product or a service from a public or a private organization is the focus of this International Standard.

0.2   Relationship with ISO 9001 and ISO 9004

This International Standard is compatible with ISO 9001 and ISO 9004 and supports the objectives of these two standards through the effective and efficient application of a process to develop and implement a code of conduct related to customer satisfaction. This International Standard can also be used independently of ISO 9001 and ISO 9004.

ISO 9001 specifies requirements for a quality management system that can be used for internal application by organizations, or for certification, or for contractual purposes. A customer satisfaction code of conduct implemented in accordance with this International Standard (ISO 10001) can be an element of a quality management system.

ISO 9004 provides guidance on managing for the sustained success of an organization. The use of this International Standard (ISO 10001) can further enhance performance regarding codes of conduct, as well as increase the satisfaction of customers and other relevant interested parties to facilitate the achievement of sustained success. It can also facilitate the continual improvement of the quality of products, services and processes based on feedback from customers and other relevant interested parties.

NOTE   Apart from customers, other relevant interested parties can include suppliers, industry associations and their members, consumer organizations, relevant government agencies, personnel, owners and others who are affected by an organization's customer satisfaction code of conduct.

0.3   Relationship with ISO 10002, ISO 10003 and ISO 10004

This International Standard is compatible with ISO 10002, ISO 10003 and ISO 10004. These four International Standards can be used either independently or in conjunction with each other. When used together, this International Standard, ISO 10002, ISO 10003, and ISO 10004 can be part of a broader and integrated framework for enhanced customer satisfaction through codes of conduct, complaints handling, dispute resolution and monitoring and measurement of customer satisfaction (see Annex B).

ISO 10002 contains guidance on the internal handling of product- and service-related complaints. By fulfilling the promises given in a customer satisfaction code of conduct, organizations decrease the likelihood of problems arising because there is less potential for confusion regarding customer expectations concerning the organization and its products and services.

ISO 10003 contains guidance on the resolution of disputes regarding product- and service-related complaints that could not be satisfactorily resolved internally. When disputes do arise, the existence of a customer satisfaction code of conduct can assist the parties in understanding customer expectations and the organization's attempts to meet those expectations.

ISO 10004 contains guidance on establishing effective processes for monitoring and measuring customer satisfaction. Its focus is on customers external to the organization. Guidelines given in ISO 10004 can support the establishment and implementation of customer satisfaction codes of conduct. For example, the processes described in ISO 10004 can assist the organization to monitor and measure customer satisfaction with the codes (see 8.3). Likewise, customer satisfaction codes of conduct can assist the organization in defining and implementing processes for monitoring and measuring customer satisfaction. For example, an organization can establish a code of conduct with respect to the confidentiality of customer information in monitoring and measuring customer satisfaction (see ISO 10004, 7.3.4).

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Quality management — Customer satisfaction — Guidelines for codes of conduct for organizations

1 Scope

This International Standard provides guidance for planning, designing, developing, implementing, maintaining and improving customer satisfaction codes of conduct. This International Standard is applicable to product-and service-related codes containing promises made to customers by an organization concerning its behaviour. Such promises and related provisions are aimed at enhanced customer satisfaction. Annex A provides simplified examples of components of codes for different organizations.

NOTE 1   Throughout this International Standard, the terms "product" and "service" refer to the outputs of an organization that are intended for, or required by, a customer.

This International Standard is intended for use by any organization regardless of its type or size, or the products and services it provides, including organizations that design customer satisfaction codes of conduct for use by other organizations. Annex C gives guidance specifically for small businesses.

This International Standard does not prescribe the substantive content of customer satisfaction codes of conduct, nor does it address other types of codes of conduct, such as those that relate to the interaction between an organization and its personnel, or between an organization and its suppliers.

This International Standard is not intended for certification or for contractual purposes, and it is not intended to change any rights or obligations provided by applicable statutory and regulatory requirements.

NOTE 2   While this International Standard is not intended for contractual purposes, customer satisfaction codes of conduct promises can be included in an organization's contracts.

NOTE 3   This International Standard is aimed at customer satisfaction codes of conduct concerning individual customers purchasing or using goods, property or services for personal or household purposes, although it is applicable to all customer satisfaction codes of conduct.

2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 9000, *Quality management systems — Fundamentals and vocabulary*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 9000 and the following apply.[1]

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[1]   All terms and definitions of ISO standards can be previewed on the Online Browsing Platform (OBP), https://www.iso.org/obp/ui/#search.

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3.1
customer satisfaction code of conduct
code
promises, made to *customers* ([3.4](#)) by an *organization* ([3.9](#)) concerning its behaviour, that are aimed at enhanced *customer satisfaction* ([3.5](#)) and related provisions

Note 1 to entry: related provisions can include objectives, conditions, limitations, contact information, and complaints handling procedures.

[SOURCE: ISO 9000:2015, 3.9.5, modified — Note 2 to entry has been deleted]

Note 2 to entry: "hereafter in this International Standard, the term "code" is used in place of "customer satisfaction code of conduct".

3.2
complainant
person, *organization* ([3.9](#)) or their representative, making a *complaint* ([3.3](#))

3.3
complaint
<customer satisfaction> expression of dissatisfaction made to an *organization* ([3.9](#)), related to its product or service, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected

[SOURCE: ISO 9000:2015, definition 3.9.3]

Note 1 to entry: Complaints can be made in relation to other processes where the organization interacts with the customer.

Note 2 to entry: Complaints can be made directly or indirectly to the organization.

3.4

person or *organization* (**3.9**) that could or does receive a product or a service that is intended for or required by this person or organization

EXAMPLE   Consumer, client, end-user, retailer, receiver of product or service from an internal process, beneficiary and purchaser.

Note 1 to entry: A customer can be internal or external to the organization.

[SOURCE: ISO 9000:2015, definition 3.2.4]

3.5
customer satisfaction
customer's (**3.4**) perception of the degree to which the customer's expectations have been fulfilled

Note 1 to entry: It can be that the customer's expectation is not known to the organization, or even to the customer in question, until the product or service is delivered. It can be necessary for achieving high customer satisfaction to fulfil an expectation of a customer even if it is neither stated nor generally implied or obligatory.

Note 2 to entry: Complaints are a common indicator of low customer satisfaction but their absence does not necessarily imply high customer satisfaction.

Note 3 to entry: Even when customer requirements have been agreed with the customer and fulfilled, this does not necessarily ensure high customer satisfaction.

[SOURCE: ISO 9000:2015, definition 3.9.2]