
**Quality management — Customer
satisfaction — Guidelines for
monitoring and measuring**

*Management de la qualité — Satisfaction du client — Lignes
directrices relatives à la surveillance et au mesurage*

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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 voluntary nature of standards, 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.

This document was prepared by Technical Committee ISO/TC 176, *Quality management and quality assurance*, Subcommittee SC 3, *Supporting technologies*.

This second edition cancels and replaces the first edition (ISO 10004:2012), which has been technically revised.

The main changes compared with the previous edition are as follows:

- alignment with ISO 9000:2015;
- alignment with ISO 9001:2015;
- improved alignment with ISO 10001, ISO 10002 and ISO 10003.

Introduction

0.1 General

One of the key elements of organizational success is the customer's satisfaction with the organization and its products and services. Therefore, it is necessary to monitor and measure customer satisfaction.

The information obtained from monitoring and measuring customer satisfaction can help identify opportunities for improvement of the organization's strategies, products, services, processes and characteristics that are valued by customers, and serve the organization's objectives. Such improvements can strengthen customer confidence and result in commercial and other benefits.

This document provides guidance to the organization on establishing effective processes for monitoring and measuring customer satisfaction.

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 document.

0.2 Relationship with ISO 9001

This document is compatible with ISO 9001, whose objectives it supports by providing guidance on monitoring and measuring customer satisfaction. This document can help address specific clauses in ISO 9001 related to customer satisfaction, including those listed below:

- a) ISO 9001:2015, 4.3, on the scope of the quality management system;
- b) ISO 9001:2015, 5.1.2, on customer focus;
- c) ISO 9001:2015, 6.2.1, on quality objectives;
- d) ISO 9001:2015, 8.2.1 c), on customer communication;
- e) ISO 9001:2015, 9.1.2, on customer satisfaction;
- f) ISO 9001:2015, 9.1.3, on analysis and evaluation;
- g) ISO 9001:2015, 9.3.2 c), on management review inputs;
- h) ISO 9001:2015, 10.1 on improvement.

This document can also be used independently of ISO 9001.

0.3 Relationship with ISO 9004

This document is compatible with ISO 9004, and supports its objectives through the effective and efficient application of customer satisfaction monitoring and measuring processes. ISO 9004 provides guidance to achieve sustained success of an organization. The use of this document (ISO 10004) can enhance performance in the area of monitoring and measuring of customer satisfaction 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 and complainants, 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 the customer satisfaction monitoring and measuring processes.

This document can also be used independently of ISO 9004.

0.4 Relationship with ISO 10001, ISO 10002 and ISO 10003

This document is compatible with ISO 10001, ISO 10002 and ISO 10003. These four documents can be used either independently or in conjunction with each other. When used together, this document,