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

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

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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).

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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/176, Quality management and quality assurance, Subcommittee SC 3, Supporting technologies.

This second edition cancels and replaces the first edition (ISO 10001:2007), 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 10002, ISO 10003 and ISO 10004.
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 (examples are given in Annex A). 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 document 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 the organization;

— improve customer understanding of what to expect from the 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 the 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 document.

0.2 Relationship with ISO 9001 and ISO 9004

This document 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 document can also be used independently of ISO 9001 and ISO 9004.

ISO 9001 specifies requirements for a quality management system. A customer satisfaction code of conduct implemented in accordance with this document (ISO 10001) can be used as an element of a quality management system.

ISO 9004 provides guidance to achieve sustained success of an organization. The use of this document (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 document is compatible with ISO 10002, ISO 10003 and ISO 10004. These four documents can be used either independently or in conjunction with each other. When used together, this document, 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 10004:2018, 7.3.4).