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ISO 10004 Guidelines for Monitoring and Measuring.

What is ISO 10004 Guidelines for Monitoring and Measuring?

ISO 10004 provides guidance in defining and implementing processes to monitor and measure customer satisfaction.

By identifying customer expectations and satisfaction data; gather customer satisfaction data and monitor their on-going satisfaction; and provide feedback for improvement of customer satisfaction

The international standard series ISO 10000 can be used by any organizations no matter what type, size or product.

ISO 10004 Customer Satisfaction-Monitoring and Measurement

customer satisfaction Definition: customer's perception of the degree to which the customer's requirements have been fulfilled.

Concept of customer satisfaction:

Customer satisfaction is determined by the gap between the customer's expectations and the customer's perception of the product as delivered by the organization. To achieve customer satisfaction, the organization should first understand the customer's expectations. These expectations might be explicit or implicit, or not fully articulated. Customer expectations, as understood by the organization, form the primary basis of the product that is subsequently planned and delivered. The extent to which the delivered product is perceived by the customer to meet or exceed expectations determines the degree of customer satisfaction. It is important to make a distinction between the organization's view of the quality of the delivered product and the customer's perception of the delivered product, because it is the latter that governs the customer's satisfaction.

Who is it relevant for?

ISO 10004 is relevant to any organization that wishes to exceed customer expectations, a basic requirement for businesses of all types and sizes, whether they're in the private, public or voluntary sectors.

ISO 10004 Quality Management — Customer satisfaction — Guidelines for monitoring and measuring

ISO 10004 provides guidance in defining and implementing processes to monitor and measure customer satisfaction's 10004 is intended for use by organizations regardless of type, size or product provided. The focus of ISO 10004 is on customers external to the organization.

Why do I need it?
ISO 10004 provides guidance in defining and implementing processes to monitor and measure customer satisfaction. Obtain information on new expectation, resolving complaints to the satisfaction of the complainant and the organization.

Identify trends and therewith eliminate causes of complaints, encourage personnel to improve their skills in working with customers, basis for continual review and analysis of the complaints-handling process

Benefits of ISO 10004 Certification

ISO 10004 deals with defining and applying processes to monitor and measure customer satisfaction. It is implemented by any organization irrespective of its type, size or product produced. The focus of ISO 10004 is on customers external to the organization. The 10004 ISO provides organizations with the following further merits:

- Customer retention
- Brand reputation
- Improved communication
- Continual improvement
- Process efficiency
- Increase sales and profitability

This is a list of published International Organization for Standardization (ISO) standards and other deliverables. For a complete and up-to-date list of all the ISO standards, see the ISO catalogue.

The standards are protected by copyright and most of them must be purchased. However, about 300 of the standards produced by ISO and IEC's Joint Technical Committee 1 (JTC 1) have been made freely and publicly available.

ISO Brand

This is a dynamic list and may never be able to satisfy particular standards for completeness. You can help by adding missing items with reliable sources.
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The principal requirements of the standard are illustrated below:
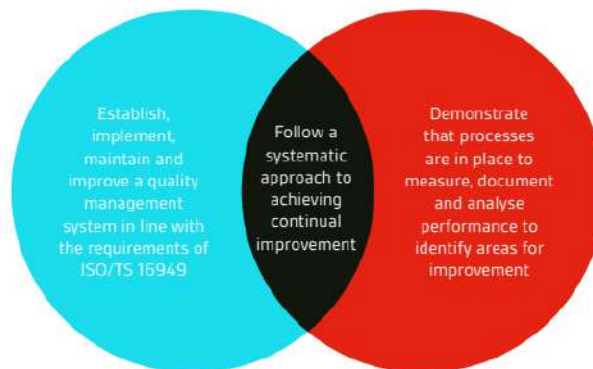
The next few pages of the guide takes you through the Plan-Do-Check-Act (PDCA) methodology, common in all ISO management systems and how DCS can help and support you on your ISO/TS 16949 journey.
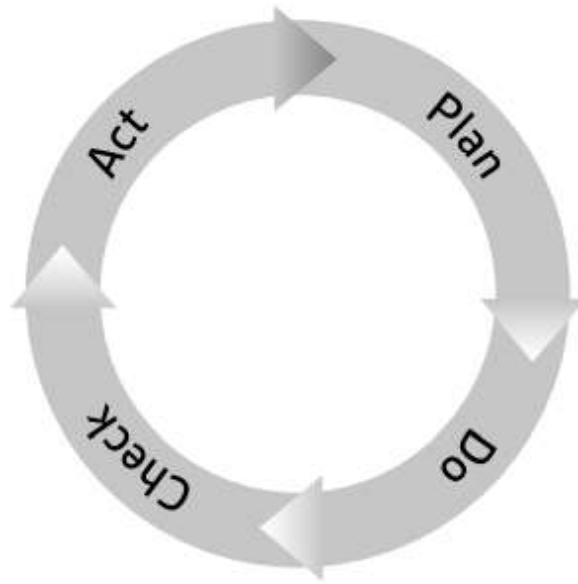
Understanding the principles of continual improvement

Act
Correct and improve your plans to meet and exceed your planned results

Plan
Establish objectives and draft your plans (analyse your organization's current systems, establish overall objectives, set interim targets for review and develop plans to achieve them)

Check
Measure and monitor your actual results against your planned objectives

Do
Implement your plans within a structured management framework

Act

Plan

Check

Do