

ISO 10002:2018 Quality management — Customer satisfaction — Guidelines for complaints handling in organizations

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Table 1: Data sheet for Quality management — Customer satisfaction — Guidelines for complaints handling in organizations

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Note: The following is an excerpt from the official ISO catalog. It is provided here as a convenience and is not authoritative. Refer to the original document as the authoritative reference.

Abstract

This document gives guidelines for the process of complaints handling related to products and services within an organization, including planning, design, development, operation, maintenance and improvement. The complaints-handling process described is suitable for use as one of the processes of an overall quality management system.

NOTE Throughout this document, the terms “product” and “service” refer to the outputs of an organization that are intended for, or required by, a customer.

This document is intended for use by any organization regardless of its type or size, or the products and services it provides. It is also intended for use by organizations in all sectors. Annex B provides guidance specifically for small businesses.

This document addresses the following aspects of complaints handling:

- a) enhancing customer satisfaction by creating a customer-focused environment that is open to feedback (including complaints), resolving any complaints received, and enhancing the organization's ability to improve its products and services, including customer service;*
- b) top management involvement and commitment through adequate acquisition and deployment of resources, including personnel training;*
- c) recognizing and addressing the needs and expectations of complainants;*
- d) providing complainants with an open, effective and easy-to-use complaints process;*

e) analysing and evaluating complaints in order to improve the quality of products and services, including customer service;

f) auditing of the complaints-handling process;

g) reviewing the effectiveness and efficiency of the complaints-handling process.

This document does not apply to disputes referred for resolution outside the organization or for employment-related disputes.

Introduction

0.1 General

This document provides guidance for organizations to plan, design, develop, operate, maintain and improve an effective and efficient complaints-handling process for all types of commercial or non-commercial activities, including those related to electronic commerce. It is intended to benefit an organization and its customers, complainants, and other relevant interested parties.

The information obtained through the complaints-handling process can lead to improvements in products, services and processes and, where the complaints are properly handled, can improve the reputation of the organization, regardless of size, location and sector. In a global marketplace, the value of using an International Standard becomes more evident since it provides confidence in the consistent treatment of complaints.

An effective and efficient complaints-handling process reflects the needs and expectations of both the organizations supplying products and services and those who are the recipients of those products and services.

The handling of complaints through a process as described in this document can enhance customer satisfaction. Encouraging customer feedback, including complaints if customers are not satisfied, can offer opportunities to maintain or enhance customer loyalty and approval, and improve domestic and international competitiveness.

Implementation of the process described in this document can:

- provide a complainant with access to an open and responsive complaints-handling process;*
- enhance the ability of the organization to resolve complaints in a consistent, systematic, and responsive manner, to the satisfaction of the complainant and the organization;*
- enhance the ability of the organization to identify trends and eliminate causes of complaints, and improve the organization's operations;*
- help the organization create a customer-focused approach to resolving complaints, and encourage personnel to improve their skills in working with customers;*
- provide a basis for continual review and analysis of the complaints-handling process, the resolution of complaints, and process improvements made.*

Organizations can use the complaints-handling process in conjunction with customer satisfaction codes of conduct and external dispute resolution processes.

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.

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