

ISO 10001:2018 Quality management — Customer satisfaction — Guidelines for codes of conduct for organizations

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Table 1: Data sheet for Quality management — Customer satisfaction — Guidelines for codes of conduct for 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 planning, designing, developing, implementing, maintaining and improving customer satisfaction codes of conduct.

This document 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 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, including organizations that design customer satisfaction codes of conduct for use by other organizations. Annex C gives guidance specifically for small businesses.

This document 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.

This document 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.

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