

ISO 10004:2018 Quality management — Customer satisfaction — Guidelines for monitoring and measuring

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Table 1: Data sheet for Quality management — Customer satisfaction — Guidelines for monitoring and measuring

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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 defining and implementing processes to monitor and measure customer satisfaction.

This document is intended for use by any organization regardless of its type or size, or the products and services it provides. The focus of this document is on customers external to the organization.

Introduction

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.

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.*

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