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.

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.

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