

Technical Specification

Quality management—Customer satisfaction—Guidelines for monitoring and measuring



TS ISO 10004:2011

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PREFACE

This Technical Specification (TS) was prepared by the Joint Standards Australia/Standards New Zealand Committee QR-008, Quality Management Systems.

The objective of this TS is to endorse this important technical specification as appropriate for Australian/New Zealand use.

This TS is identical with, and has been reproduced from ISO/TS 10004:2010, *Quality management—Customer satisfaction—Guidelines for monitoring and measuring*.

As this TS is reproduced from an International Technical Specification, the following applies:

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<i>Reference to International Standard</i>		<i>Australian/New Zealand Standard</i>	
ISO		AS/NZS ISO	
9000	Quality management systems— Fundamentals and vocabulary	9000	Quality management systems— Fundamentals and vocabulary

The term ‘normative’ has been used in this Standard to define the application of the annex to which it applies. A ‘normative’ annex is an integral part of a Standard.

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INTRODUCTION

0.1 General

One of the key elements of organizational success is the customer's satisfaction with the organization and its products. 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, 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 Technical Specification provides guidance to the organization on establishing effective processes for monitoring and measuring customer satisfaction.

0.2 Relationship with ISO 9001:2008

This Technical Specification is compatible with ISO 9001:2008, whose objectives it supports by providing guidance on monitoring and measuring customer satisfaction. This Technical Specification can help address specific clauses in ISO 9001:2008 related to customer satisfaction, namely those listed below.

- a) ISO 9001:2008, 5.2, on customer focus: "Top management shall ensure that customer requirements are determined and are met with the aim of enhancing customer satisfaction."
- b) ISO 9001:2008, 6.1, b), on resource management: "The organization shall determine and provide the resources needed (...) to enhance customer satisfaction by meeting customer requirements."
- c) ISO 9001:2008, 8.2.1, on customer satisfaction: "As one of the measurements of the performance of the quality management system, the organization shall monitor information relating to customer perception as to whether the organization has met customer requirements. The methods for obtaining and using this information shall be determined."
- d) ISO 9001:2008, 8.4, on analysis of data: "The organization shall determine, collect and analyse appropriate data to demonstrate the suitability and effectiveness of the quality management system and to evaluate where continual improvement of the effectiveness of the quality management system can be made. This shall include data generated as a result of monitoring and measurement and from other relevant sources. The analysis of data shall provide information relating to (...) customer satisfaction (...)."

This Technical Specification can also be used independently of ISO 9001.

0.3 Relationship with ISO 9004:2009

This Technical Specification is also compatible with ISO 9004:2009, which provides guidance on managing for the sustained success of an organization. This Technical Specification supplements the following guidance given in:

- ISO 9004:2009, Clause B.2, on customer focus, and
- ISO 9004:2009, 8.3.1 and 8.3.2, on determining needs, expectations and satisfaction of customers.