

# ISO 10001:2007-12 (E)

## Quality management - Customer satisfaction - Guidelines for codes of conduct for organizations

---

<b>Contents</b>		<b>Page</b>
Foreword .....		v
Introduction .....		vi
0.1	General .....	vi
0.2	Relationship with ISO 9001 and ISO 9004 .....	vi
0.4	Statements regarding conformity .....	vii
1	Scope .....	1
2	Normative references .....	1
3	Terms and definitions .....	1
4	Guiding principles .....	3
4.1	General .....	3
4.2	Commitment .....	3
4.3	Capacity .....	3
4.4	Visibility .....	3
4.5	Accessibility .....	3
4.6	Responsiveness .....	3
4.7	Accuracy .....	3
4.8	Accountability .....	3
4.9	Continual improvement .....	3
5	Code framework .....	3
5.1	Establishment .....	3
5.2	Integration .....	4
6	Planning, design and development .....	4
6.1	Determine code objectives .....	4
6.2	Gather and assess information .....	4
6.3	Obtain and assess input from relevant interested parties .....	4
6.4	Prepare code .....	4
6.5	Prepare performance indicators .....	5
6.6	Prepare code procedures .....	5
6.7	Prepare internal and external communication plan .....	5
6.8	Determine resources needed .....	5
7	Implementation .....	6
8	Maintenance and improvement .....	6
8.1	Collection of information .....	6
8.2	Evaluation of code performance .....	6
8.3	Satisfaction with the code .....	7
8.4	Review of the code and code framework .....	7
8.5	Continual improvement .....	7
Annex A (informative) Simplified examples of components of codes for different organizations .....		8
Annex C (informative) Guidance for small businesses .....		10

<b>Annex D (normative) Guidance on accessibility .....</b>	<b>11</b>
<b>Annex E (normative) Guidance on input from interested parties .....</b>	<b>12</b>
<b>Annex F (informative) Code framework .....</b>	<b>13</b>
<b>Annex G (informative) Guidance on adopting a code provided by another organization .....</b>	<b>14</b>
<b>Annex H (normative) Guidance on preparing the code .....</b>	<b>15</b>
<b>Annex I (normative) Guidance on preparing communication plans .....</b>	<b>16</b>
<b>Bibliography .....</b>	<b>18</b>