ISO/TS 10004:2010-04 (E)

Quality management - Customer satisfaction - Guidelines for monitoring and measuring

Contents

Page

Foreword iv

Introduction v

1 Scope 1

2 Normative references 1

3 Terms and definitions 1

4 Concept of customer satisfaction 2

5 Framework for monitoring and measuring customer satisfaction 2

6 Planning for monitoring and measuring customer satisfaction 3
6.1 Defining the purpose and objectives 3
6.2 Determining the scope and frequency 3
6.3 Determining implementation methods and responsibilities 3
6.4 Allocating resources 3

7 Monitoring and measuring customer satisfaction activities 4
7.1 General 4
7.2 Identifying customer expectations 4
7.3 Gathering customer satisfaction data 5
7.4 Analysing customer satisfaction data 8
7.5 Providing feedback for improvement 9
7.6 Monitoring customer satisfaction 9

8 Maintenance and improvement of monitoring and measurement processes 10

Annex A (normative) Conceptual model of customer satisfaction 12

Annex B (normative) Identification of customer expectations 14

Annex C (normative) Direct measurement of customer satisfaction 17

Annex D (normative) Analysis of customer satisfaction data 22

Annex E (normative) Using customer satisfaction 27

Bibliography 29