

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