BAHAMAS NATIONAL STANDARD

Quality management — Customer satisfaction — Guidelines for monitoringand measuring

BNS ISO 10004:2018

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The next amendment will be sent without charge if you return the self-addressed label. If we do not receive this label we have no record that you wish to be kept up-to-date. Please note amendments are not exclusive of a revision of the document.

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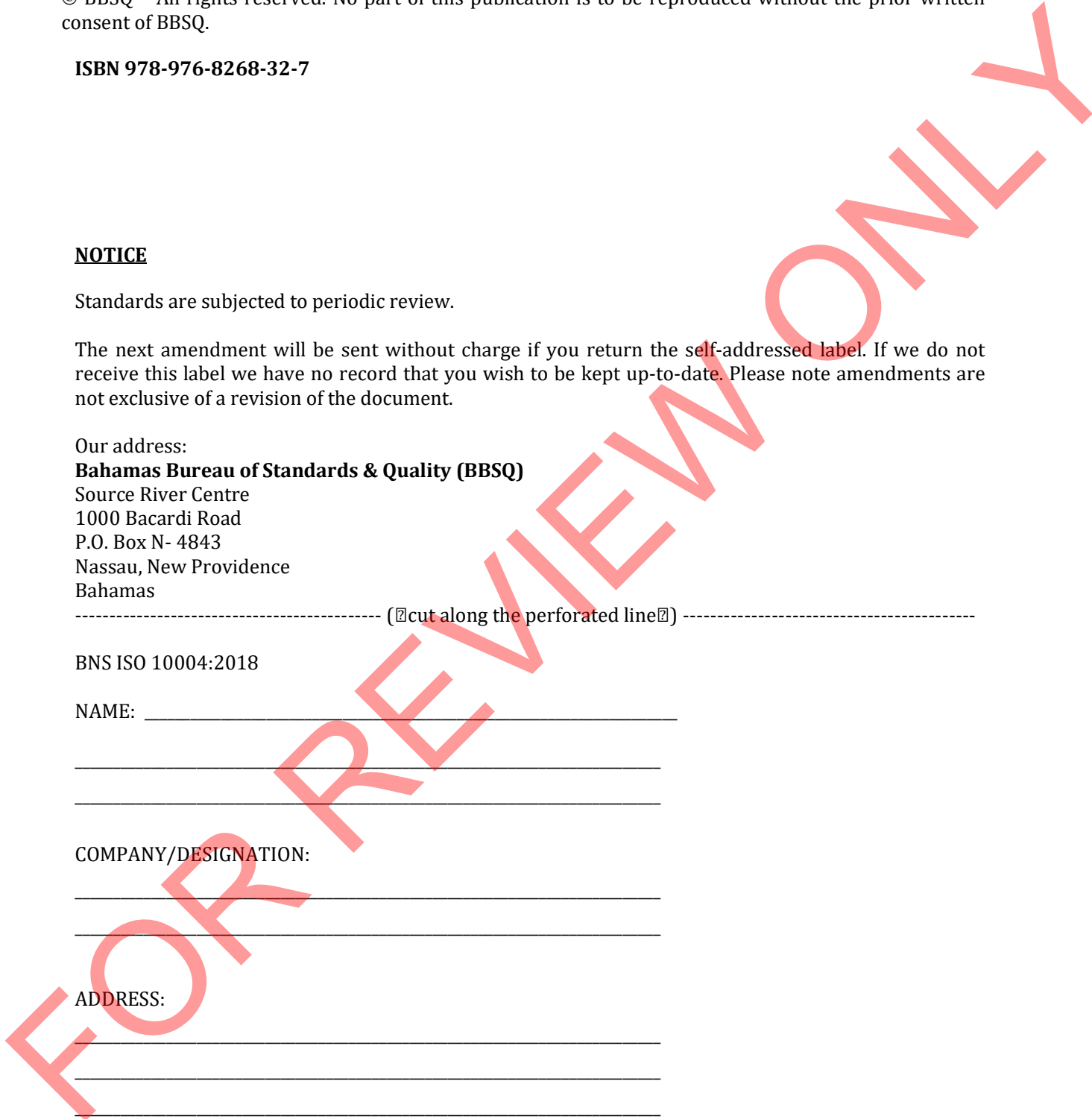
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AMENDMENTS ISSUED SINCE PUBLICATION

AMENDMENT NO.	DATE OF ISSUE	TYPE OF AMENDMENT	NO. OF TEXT AFFECTED	TEXT OF AMENDMENT

ATTACHMENT PAGE FOR BNS AMENDMENT SHEETS

BBSQ Foreword

This national standard is identical to the English version of International Standard ISO 10004:2018, *Quality management — Customer satisfaction — Guidelines for monitoring and measuring*. The national committee responsible for reviewing this standard is Technical Committee 10 Tourism and Related Services. This standard contains requirements that are relevant for The Bahamas.

BBSQ Committee Representation

This ISO International Standard was adopted as a National Standard under the supervision of the National Technical Committee for Tourism and Related Services (NTC 10) hosted by the Bahamas Bureau of Standards and Quality which at the time comprised the following members:

Member	Representing
Ms. Janet Johnson (Chairman)	The Ministry of Tourism and Aviation – Special Projects
Mr. Marcus Laing (Vice Chairman)	TDG Architects
Mr. Breandan Foulkes (Technical Secretary)	Hospitality Management & Services Ltd.
Mr. Kerry Fountain (Technical Secretary)	Bahama Out Islands Promotion Board
Mr. Earl Miller (Technical Secretary)	BTO Miami
Ms. Ecarscha Smith (Recording Secretary)	Ministry of Tourism Maritime and Cruise Department
Ms. La'Nesia Smith (Recording Secretary)	Ministry of Tourism Maritime and Cruise Department
Ms. Iris Adderley	NCPD Secretariat
Mr. Ivan S. Evans	Ministry of Tourism Training & Education
Mrs. Cleo Ernestine Fernander	Ministry of Transport & Local Government
Ms. Nina Maynard	Bahamas Hotel & Tourism Association
Ms. Bridgette Rahming	The Ministry of Tourism and Aviation – Special Projects
Mr. Basil Sands	The Ministry of Tourism and Aviation
Mr. Richard Treco	BTO – Miami

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 176, *Quality management and quality assurance*, Subcommittee SC 3, *Supporting technologies*.

This second edition cancels and replaces the first edition (ISO 10004:2012), which has been technically revised.

The main changes compared with the previous edition are as follows:

— alignment with ISO 9000:2015;

— alignment with ISO 9001:2015;

— improved alignment with ISO 10001, ISO 10002 and ISO 10003.

Introduction

0.1 General

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

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.

0.2 Relationship with ISO 9001

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

a) ISO 9001:2015, 4.3, on the scope of the quality management system;

b) ISO 9001:2015, 5.1.2, on customer focus;

c) ISO 9001:2015, 6.2.1, on quality objectives;

d) ISO 9001:2015, 8.2.1 c), on customer communication;

e) ISO 9001:2015, 9.1.2, on customer satisfaction;

f) ISO 9001:2015, 9.1.3, on analysis and evaluation;

g) ISO 9001:2015, 9.3.2 c), on management review inputs;

h) ISO 9001:2015, 10.1 on improvement.

This document can also be used independently of ISO 9001.

0.3 Relationship withISO 9004

This document is compatible with ISO 9004, and supports its objectives through the effective and efficient application of customer satisfaction monitoring and measuring processes. ISO 9004 provides guidance to achieve sustained success of an organization. The use of this document (ISO 10004) can enhance performance in the area of monitoring and measuring of customer satisfaction to facilitate the achievement of sustained success. It can also facilitate the continual improvement of the quality of products, services and processes based on feedback from customers and other relevant interested parties.

NOTE   Apart from customers and complainants, other relevant interested parties can include suppliers, industry associations and their members, consumer organizations, relevant government agencies, personnel, owners and others who are affected by the customer satisfaction monitoring and measuring processes.

This document can also be used independently of ISO 9004.

0.4 Relationship with ISO 10001, ISO 10002 and ISO 10003

This document is compatible with ISO 10001, ISO 10002 and ISO 10003. These four documents can be used either independently or in conjunction with each other. When used together, this document, ISO 10001, ISO 10002 and ISO 10003 can be part of a broader and integrated framework for enhanced customer satisfaction through codes of conduct, complaints handling, dispute resolution and monitoring and measurement of customer satisfaction (see Annex A).

ISO 10001 contains guidance on codes of conduct for organizations related to customer satisfaction. Such codes of conduct can decrease the probability of problems arising and can eliminate causes of complaints and disputes which can decrease customer satisfaction.

ISO 10001 and this document can be used together. Guidelines given in this document can support the establishment and implementation of codes of conduct. For example, the processes described in this document can assist the organization to monitor and measure customer satisfaction with these codes of conduct (see ISO 10001:2018, 8.3). Likewise, the codes of conduct can assist the organization in defining and implementing processes for monitoring and measuring customer satisfaction. For example, an organization can establish a code of conduct with respect to the confidentiality of customer information in monitoring and measuring customer satisfaction.

ISO 10002 contains guidance on the internal handling of product- and service-related complaints. This guidance can help to preserve customer satisfaction and loyalty by resolving complaints effectively and efficiently.

ISO 10002 and this document can be used together. Guidelines given in this document can support the establishment and implementation of a complaints-handling process. For example, the processes described in this document can assist the organization in monitoring and measuring customer satisfaction with the complaints-handling process (see ISO 10002:2018, 8.3). Likewise, information from a complaints-handling process can be used in monitoring and measuring customer satisfaction. For example, the frequency and type of complaints can be an indirect indicator of customer satisfaction (see 7.3.2).

ISO 10003 contains guidance on the resolution of disputes regarding product- and service-related complaints that could not be satisfactorily resolved internally. ISO 10003 can help to minimize customer dissatisfaction stemming from unresolved complaints.

ISO 10003 and this document can be used together. Guidelines given in this document can support the establishment and implementation of a dispute-resolution process. For example, the processes described in this document can assist the organization in monitoring and measuring customer satisfaction with the dispute-resolution process (see ISO 10003:2018, 8.3). Likewise, information from a dispute-resolution process can be used in monitoring and measuring customer satisfaction. For example, the frequency and nature of disputes can be an indirect indicator of customer satisfaction (see 7.3.2).

Collectively, ISO 10001, ISO 10002 and ISO 10003 provide guidance which can help to minimize customer dissatisfaction and enhance customer satisfaction. This document complements ISO 10001, ISO 10002 and ISO 10003 by providing guidance on the monitoring and measuring of customer satisfaction. The information gained can guide the organization to take actions which can help to sustain or enhance customer satisfaction.

Quality management — Customer satisfaction — Guidelines for monitoring and measuring

1 Scope

This document gives guidelines for defining and implementing processes to monitor and measure customer satisfaction.

This document is intended for use by any organization regardless of its type or size, or the products and services it provides. The focus of this document is on customers external to the organization.

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.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 9000:2015, *Quality management systems — Fundamentals and vocabulary*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 9000 and the following apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at http://www.electropedia.org/

3.1
customer
person or *organization* (3.7) that could or does receive a product or a service that is intended for or required by this person or organization

EXAMPLE   Consumer, client, end-user, retailer, receiver of product or service from an internal process, beneficiary and purchaser.

Note 1 to entry: A customer can be internal or external to the organization.

[SOURCE: ISO 9000:2015, 3.2.4]

3.2
customer satisfaction
customer's (3.1) perception of the degree to which the customer's expectations have been fulfilled

Note 1 to entry: It can be that the customer's expectation is not known to the *organization*(3.7), or even to the customer in question, until the product or service is delivered. It can be necessary for achieving high customer satisfaction to fulfil an expectation of a customer even if it is neither stated nor generally implied or obligatory.