

Customer Satisfaction Standard

"A complaint is an expression of dissatisfaction made to an organisation, related to its products, or the complaints handling process itself, where a response or resolution is explicitly or implicitly expected."

Definition from ISO 10002

It costs an organisation at least four times as much to recruit a new customer as to maintain an existing one. Organisations that regularly lose customers struggle to repair their damaged reputations.

In today's competitive environment, product and service innovations are re-defining accepted levels of performance. A good Complaints Management System is one of the crucial requirements for successful businesses when managing customers' needs and protecting their brand. The Customer Satisfaction standard, ISO 10002 – the guideline standard for implementing a complaints management system – helps organisations to identify, manage and understand how successfully they deal with their customers' complaints.

The standard specifies the key requirements for handling customer complaints successfully and includes complaints management controls to help you address customer dissatisfaction within your business. ISO 10002 is relevant to virtually any organisation that wishes to exceed customer expectations, whether they're in the private, public or voluntary sectors.

Benefits to your practice include:

- Customer retention
- Brand reputation
- Operational efficiency
- Improved internal communications and relations
- Flexibility
- Continual improvement



ISO 10002