

Customer Satisfaction Management System

ISO 10002



Compliance with the ISO 9001 Standard

ISO 10002 is a standard that complies with ISO 9001 standards. If customer complaint management procedure of an organization is managed with an adequate activity; ISO 10002 requirements can be assessed simultaneously with the ISO 9001 audit and the certification can be issued accordingly. In addition, regardless of whether the ISO 9001 certification is issued or not; the certification can also be done as a result of performance of an audit on customer complaints management requests of the institutions in accordance with the requirements of the ISO 10002 standard.

It has been developed a new standard which allows the institutions - that want to make a difference in the customers and give importance to customers' views and opinions and also aim to develop these views as much as possible - to show and to prove these properties. This standard was published by ISO (International Organization for Standardization) on 07.06.2004 under the name of "ISO 10002: 2004 Quality Management - Customer Satisfaction - Guidelines for Complaints Handling in Organizations. What does this new standard bring? What is the difference? What are the benefits for the implementing organization? According to the ISO 10002 standard; customer complaints should be considered as opportunities for improvement and they should not be overlooked as an important tool in order to increase customer loyalty and the number of loyal customers.

ISO 10002 Standard primarily requires emphasizing the effective management of customer complaints as well as setting targets which are consistent with the policy. In the next step; it is required to create a detailed customer complaints management procedure which includes to receive, to record, to evaluate and to transfer these customer complaints to responsible persons as well as ensuring that the required actions are taken by these responsible persons, orderly keeping all these records and providing to efficiency and sustainability of the whole system.

BENEFITS OF ISO 10002

1-You can increase your ability to retain the loyalty of your customers by adopting the management system.

2-Implementation and documentation of your complaints management system demonstrates your shareholders that; you have a real commitment to satisfy your customers and you have an existing procedure in order to consider, to analyze and to review these complaints.

3-Implementation and certification provides you a consistent approach for dealing with customer queries as well as allowing identification of customer trends; therefore it enables you to eliminate the causes of complaints and to improve your organization's operations.

4-It encourages your employees to develop their ability to work with customers while helping you to adopt a customer-oriented approach in order to resolve customer complaints.

5-This standard is compatible with ISO 9001 Quality Management System and it helps you to improve your organization's effectiveness and to increase the value of your organization and ISO 10002 - Appendix A provides guidance especially for small enterprises.

6-It prepares grounds for continuous review and analysis of your complaints assessment procedure as well as preparing grounds for resolution of complaints and identification of improvement areas.



Who is interested in ISO 10002?

All the organizations wishing to provide services beyond their expectations to the customers are interested in ISO 10002. Reaching beyond customer expectations is a general necessity of all types and sizes of businesses regardless if they are public or private sector organizations or any voluntary organizations.



As BvA Belgelendirme ve Dış Tic. Ltd. Şti. we provide certification of ISO 10002 Customer Satisfaction Management System over BVA Certification .



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