



# Standards for Achieving Customer Focus

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Conference  
on  
Consumer Connect for Revitalizing Business

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# **CONSUMER RIGHTS**

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- **Right to Safety**
- **Right to be Informed**
- **Right to Choose**
- **Right to be heard**
- **Right to Seek redressal**
- **Right to Consumer Education**

# CONSUMER RIGHTS Contd...



## **Right to be heard & Right to seek redress**

Means that consumer's interests will receive due consideration at appropriate forums.

### Example

- ✓IS/ISO 10002, IS/ISO 10003
- ✓IS 15700, etc.

# Standards on Customer Satisfaction



- **IS/ISO 10001:2007 Quality Management – Customer Satisfaction – Guidelines for Code of conduct for organizations**
- **IS/ISO 10002:2004 Quality Management – Customer Satisfaction – Guidelines for complaints handling in organizations**
- **IS/ISO 10003:2007 Quality Management – Customer Satisfaction – Guidelines for dispute resolution external to organizations**
- **ISO/TS 10004 Quality Management – Customer satisfaction - guidelines for monitoring and measuring**
- **IS 15610 : 2006 Guidelines for Measurement of Customer Satisfaction**
- **IS 15700:2005 Quality management systems – Requirement for service quality by public service organizations**

# Standards on Customer Satisfaction

## IS/ISO 10001:2007

### **Customer satisfaction code of conduct**

Promises, made to customers by an organization concerning its behaviour, that are aimed at enhanced customer satisfaction and related provisions

Related provisions can include objectives, conditions, limitations, contact information and complaints handling procedures.



# Standards on Customer Satisfaction

## IS/ISO 10001:2007 (contd.)

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- Consist of promises and related provisions that address product delivery, product returns, handling of personal information of customer etc.
- Provide guidance to assist an organization in determining that its customer satisfaction code provision meet customer needs and expectations and that these are accurate and not misleading



# Standards on Customer Satisfaction

## IS/ISO 10002:2004

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### *Scope*

- Provides guidance for the design and implementation of an effective complaints handling process for all types of activities within an organization
- Not applies to disputes referred for resolution outside organization
- Not intended for employment related disputes



# Standards on Customer Satisfaction IS/ISO 10002:2004 (contd.)

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## **Intent**

- Lead to improvements in product/process
- Improve the reputation of an organization
- Enhance customer satisfaction and loyalty
- Improve domestic and international competitiveness

Intended to benefit not only to its customers but also, the organization, complainants and other interested parties

# ***Operation of Complaint Handling Process***



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## ***Complaint Receipt***

- Uniquely identify complaint received and record information including:
  - Details of complaint
  - Requested remedy
  - Product, service about which complaint is made
  - Response time
  - Demographic analysis
  - Immediate action taken (if any)

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## ***Operation of Complaint Handling Process (Contd.)***

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### ***Complaint Acknowledgement***

Acknowledge receipt of each complaint immediately

### ***Complaint Tracking***

- a) Track complaint through the entire process unless complainant is satisfied or final decision is made.
- b) Status of complaint to be made available to complainant at regular intervals



## ***Operation of Complaint Handling Process (Contd.)***

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### ***Initial Complaint Assessment***

Assess complaints in terms of its severity, safety implication, complexity, impact, the need for and possibility of immediate action

### ***Investigation of Complaints***

Investigate all relevant circumstances and information surrounding a complaint



# ***Operation of Complaint Handling Process (Contd.)***

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## ***Response to Complaints***

- After appropriate investigation, offer a range of responses.
- If complaint is not immediately resolved, it should be dealt in a manner, which leads to earliest effective resolution.

## **Communicating the Decision to the complainant**

# ***Operation of Complaint Handling Process (Contd.)***

## **Closing the Complaint**

- ❖ If complainant accepts proposed decision, then implement the decision and record
- ❖ If complainant rejects, then record and inform complainant of alternative form of internal or external recourse available
- ❖ Continue to monitor progress until all options of recourse are exhausted or complainant is satisfied

# ***Operation of Complaint Handling Process*** ***(Contd.)***



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## **Maintenance and Improvement**

- Information collection
- Analysis and evaluation of complaints
- Satisfaction with Complaint Handling process
- Monitoring of Complaint Handling process
- Auditing of Complaint Handling process
- Management review
- Continual improvement



# **Standards on Customer Satisfaction**

## **IS/ISO 10003:2007**

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This standard provide guidance that can be used to:

- Design a dispute resolution process and decide when to offer dispute resolution to complainants, and
- Select a dispute resolution provider that is able to meet an organization's specific needs and expectations



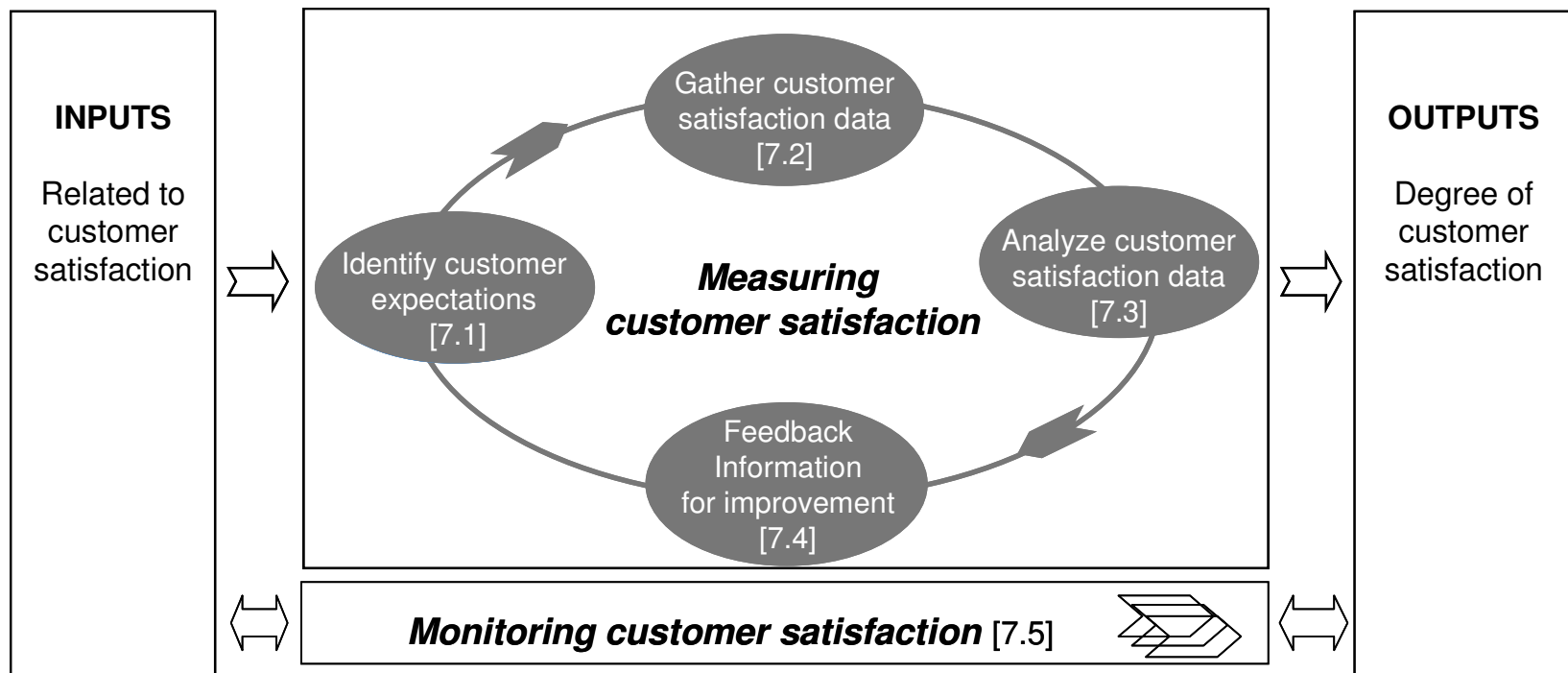
## **Monitoring and measuring customer satisfaction (ISO/TS 10004)**

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To monitor and measure customer satisfaction, the organization should:

- Identify customer expectations
- Gather customer satisfaction data
- Analyse customer satisfaction data
- Obtain feedback information for improvement of customer satisfaction
- Monitor customer satisfaction on-going

# Monitoring and measuring customer satisfaction (ISO/TS 10004) (contd.)





# Standards on Customer Satisfaction

## IS 15700:2005

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### **SCOPE**

Specifies requirements for a QMS where a Public Service Organization:

- needs to demonstrate its ability to consistently provide effective and efficient service that meets customers' and legal/regulatory requirements,
- aims to enhance customer satisfaction, and
- aims to continually improve its service and service delivery process.



# Standards on Customer Satisfaction

## IS 15700:2005

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- Generic Standard - lays down Quality Management performance requirements for Public Service Organizations with focus on Service Quality, Public Grievance redress and citizen interface
- Department specific requirements to be specified by the Department
- Applicable to all organizations, irrespective of size or type of service
- Certifiable standard



# Standards on Customer Satisfaction

## IS 15700:2005

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- Focus on 3 key elements:
  - Formulation of a realistic Citizen's Charter through a consultative process
  - Identification of services rendered, Service delivery processes, their control and delivery requirements
  - An effective process for complaints handling



# Conclusion

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Use of these standards can greatly enhance the satisfaction of customers which in turn will revitalize and benefit the businesses as well

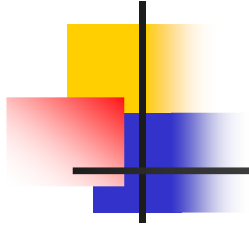
The logo consists of a vertical black line intersected by a horizontal black line. To the left of the vertical line, there are three overlapping squares: a yellow one at the top, a red one in the middle, and a blue one at the bottom. The text "BIS Website" is positioned to the right of the vertical line.

# BIS Website

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Thank You