


ISO 10004:2018

Customer Satisfaction Monitoring and Measurement

Unit 2: Clauses 5 & 6

Now We'll Look at Clauses 5 & 6

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	5.1	Context of the organization.....	4
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	6.1	Defining the purpose and objectives.....	5
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	6.3	Determining implementation methods and responsibilities.....	6
	6.4	Allocating resources.....	6

You can purchase ISO 9004:2018 at the ISO site, here:
<https://www.iso.org/standard/70397.html>

Clause 5: First step in building your framework:

Identify and address external and internal issues that are relevant to your purpose and that affect your ability to achieve the objectives of monitoring and measuring customer satisfaction

Second step in building your framework:

Identify the interested parties that are relevant to monitoring and measuring customer satisfaction. Address the relevant needs and expectations of these interested parties

Third step in building your framework:

Identify the scope of the processes for monitoring and measuring customer satisfaction. Consider the boundaries and applicability of these processes. Remember the external and internal issues and the needs of interested parties.

Then apply the 'Plan – Do – Check – Act' cycle to your customer satisfaction measurement activities (5.2)

Plan how to implement the measures
Identify customer expectations

Do: gather and analyze customer satisfaction data

Check: gather and analyze customer data

Act: give feedback on how to improve the measuring activity

More in clauses 7 & 8

The organization should establish a systematic approach to monitoring and measuring customer satisfaction. This approach should be supported by top management, leadership and commitment throughout the organization, and an organizational framework to enable the planning, design, development, operation, maintenance and improvement of processes for monitoring and measuring customer satisfaction.

Maintenance and improvement includes the review, evaluation and continual improvement of processes for monitoring and measuring customer satisfaction (see [Clause 8](#)).

When measuring and monitoring customer satisfaction, the organization should consider and address risks and opportunities that can arise. This involves:

- monitoring and evaluating processes and internal and external factors concerning risks and opportunities;
- identifying and assessing specific risks and opportunities;
- planning, designing, developing, implementing and reviewing corrective actions and improvements pertaining to identified and assessed risks and opportunities.

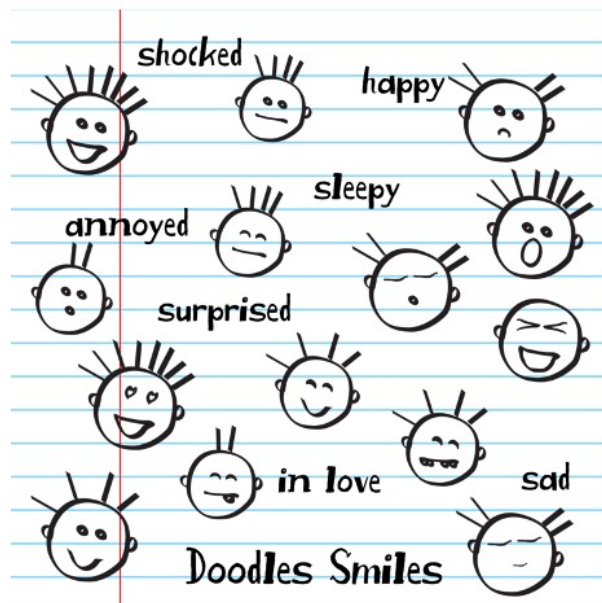
An opportunity is related to identification of a new possible way of realizing positive outcomes, which does not necessarily arise from the organization's existing risks. For example, the organization can identify a new product, service or process as a result of a customer suggestion provided in the course of customer satisfaction measurement.

Now We'll Look at Clause 6

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What might be the 'purpose' of measuring customer satisfaction?



ISO 10004, Clause 6.1:

Some examples of the 'purpose' of monitoring and measuring customer satisfaction:

- to evaluate customer response to existing, new or re-designed products and services;
- to obtain information on specific aspects, such as supporting processes, personnel or organization behaviour;
- to investigate reasons for customer complaints;
- to investigate reasons for loss of customers or market share;
- to monitor trends in customer satisfaction;
- to compare customer satisfaction in relation to other organizations.

What are some examples of 'how'?



By Segment



By Region



By Time Period



By Market

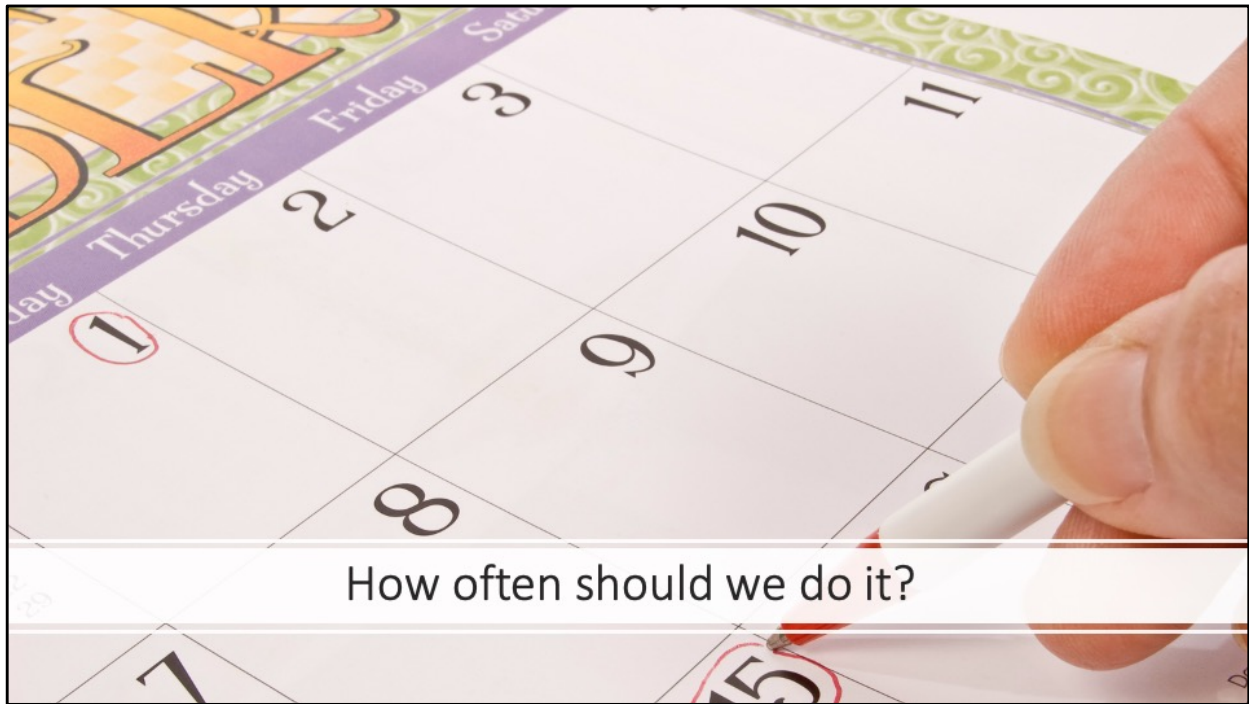


By Product



By Service

- by customer;
- by region;
- by time period;
- by market;
- by product;
- by service.



Determine the frequency of data gathering:
on a regular basis
on an occasional basis
or both, as dictated by business needs or specific events



You have some built in data sources...



News sources may have info about your industry...

Remember that you need resources to do it this...



Quiz #2
Clauses 5 & 6