

ISO 10004:2018

Customer Satisfaction Monitoring and Measurement

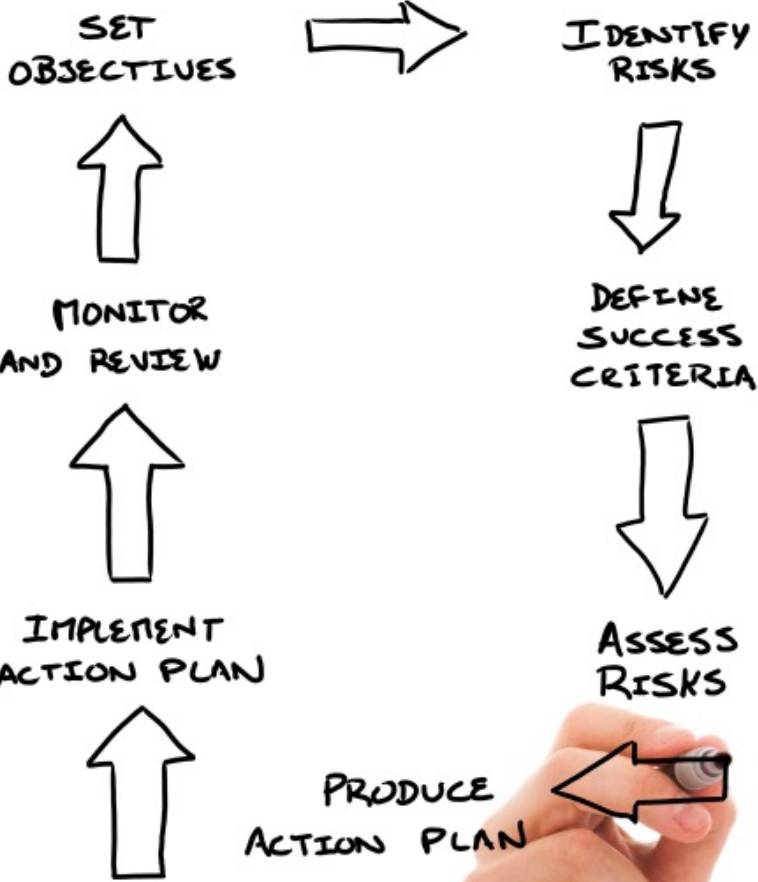
Lesson 3: Clauses 7 & 8 and Annexes

Now We'll Look at Clauses 7 & 8



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Clause 7: Establish a systematic approach to measure and monitoring customer satisfaction...



Plan

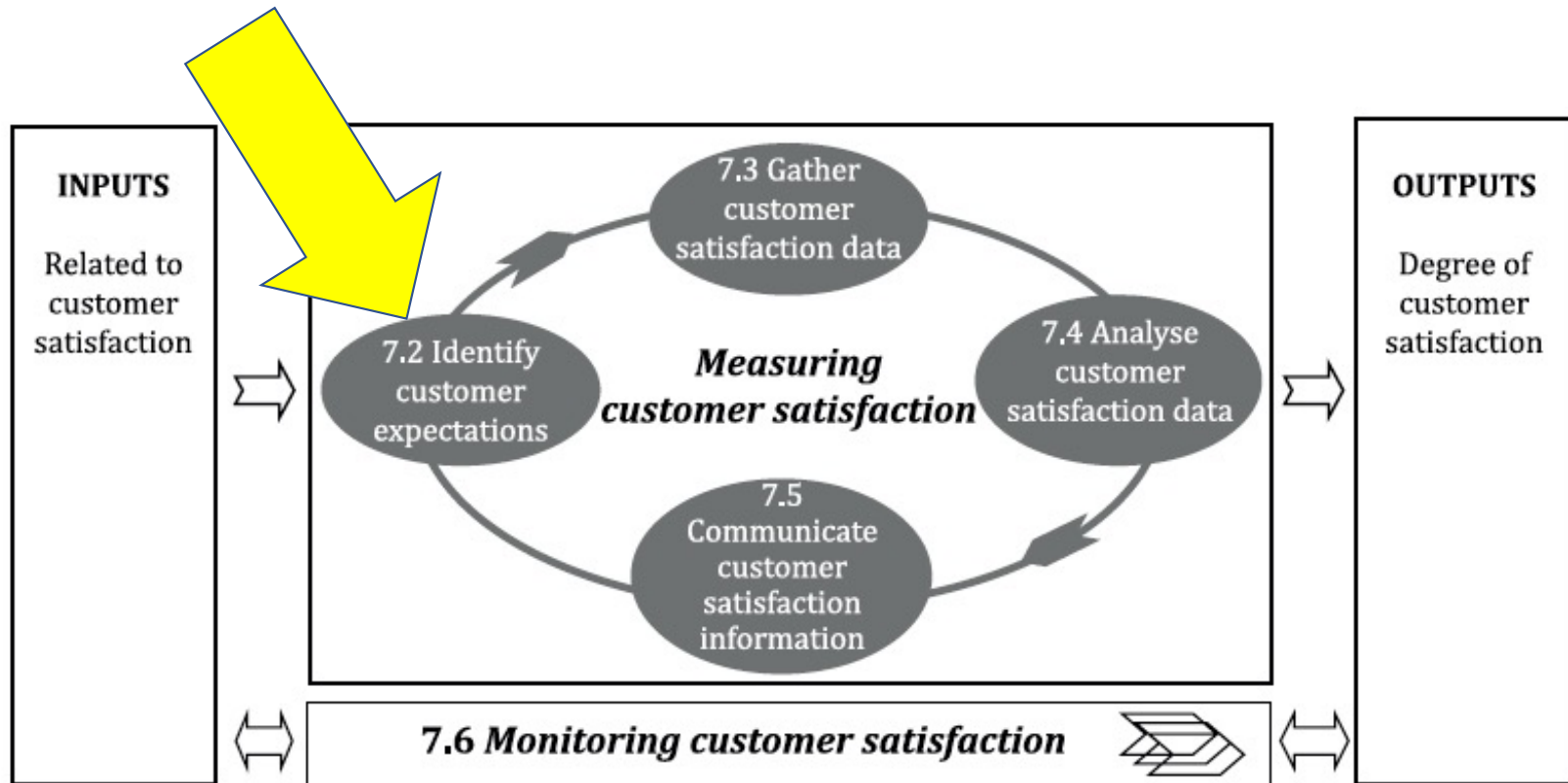


Figure 1 — Monitoring and measuring customer satisfaction

Do

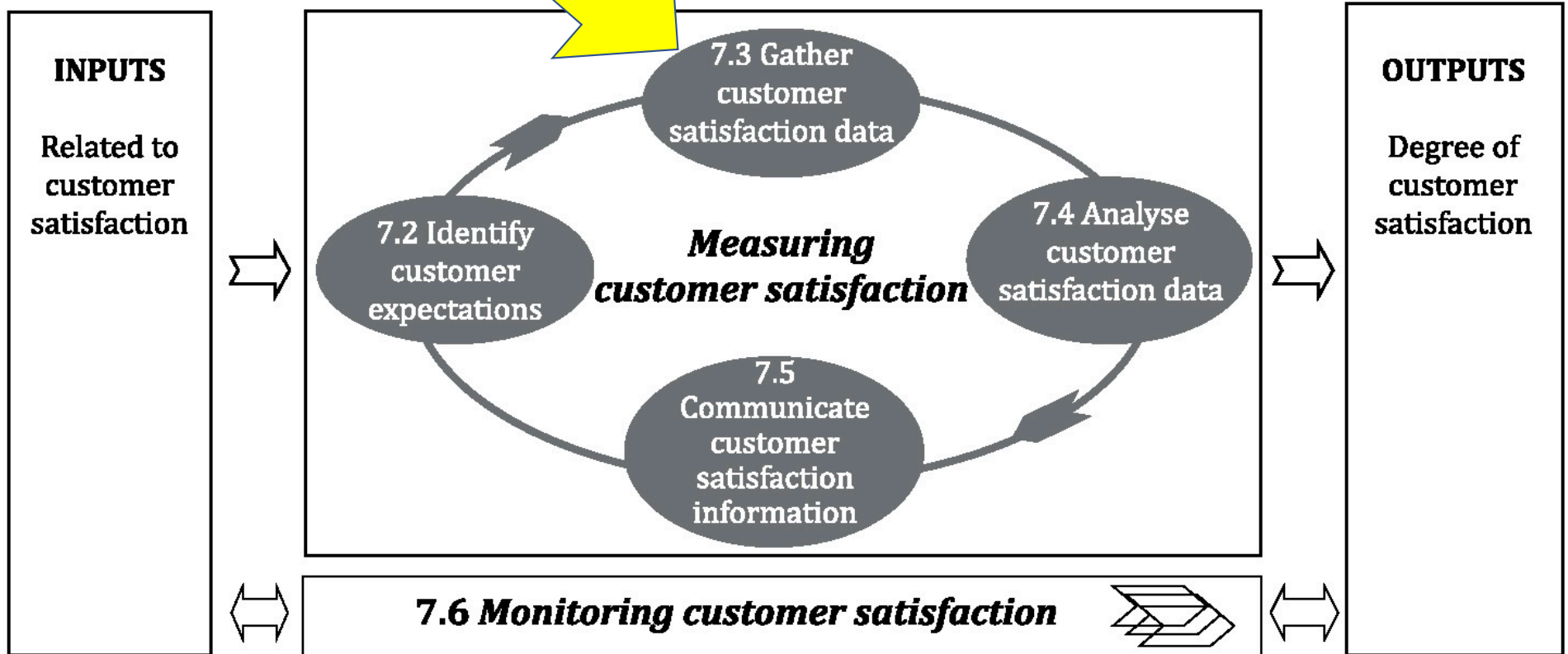


Figure 1 — Monitoring and measuring customer satisfaction

Check

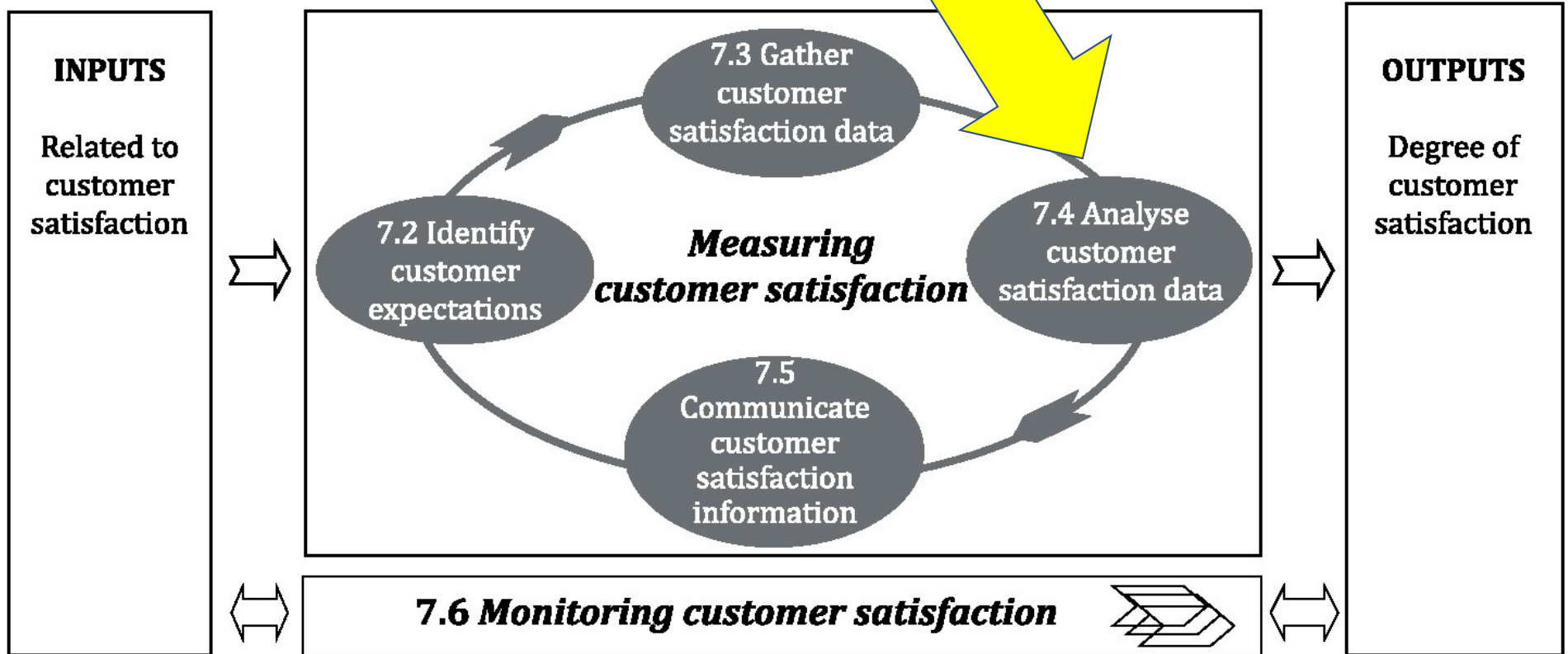


Figure 1 — Monitoring and measuring customer satisfaction

Act

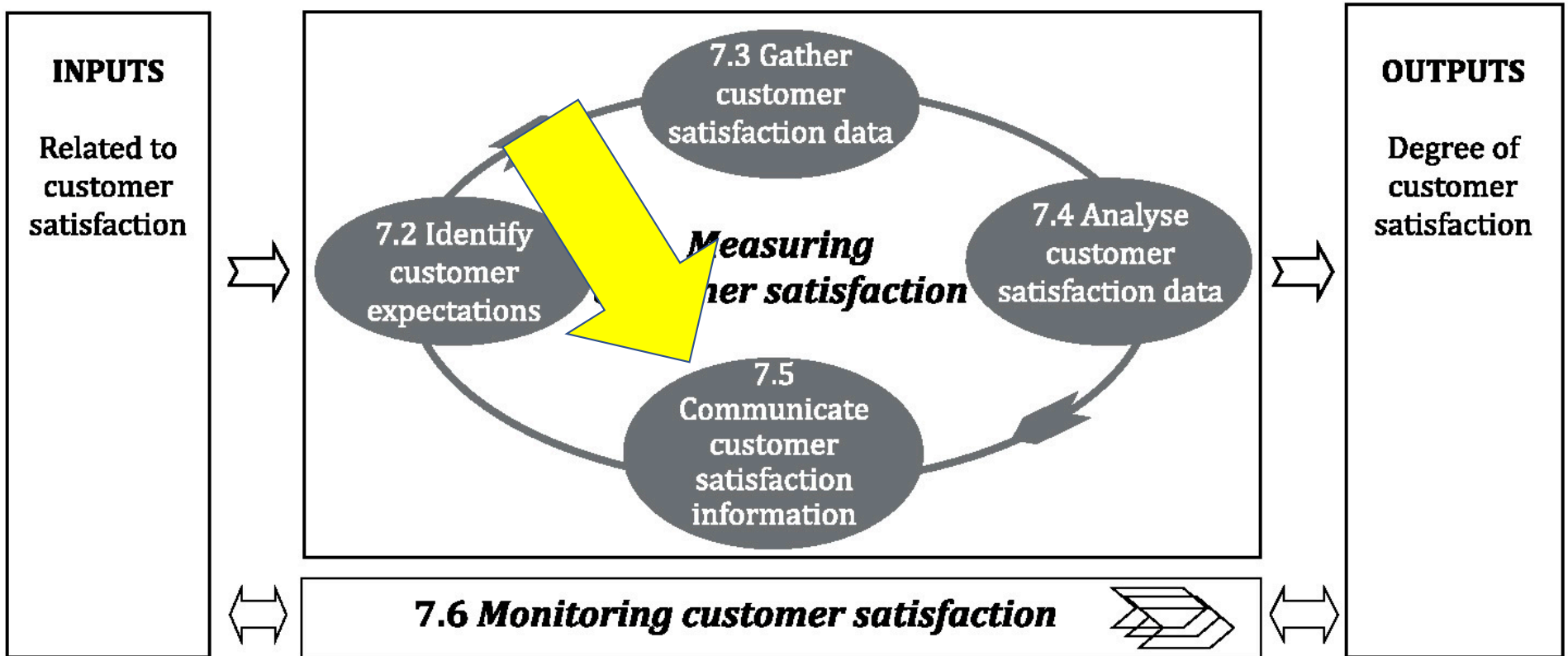
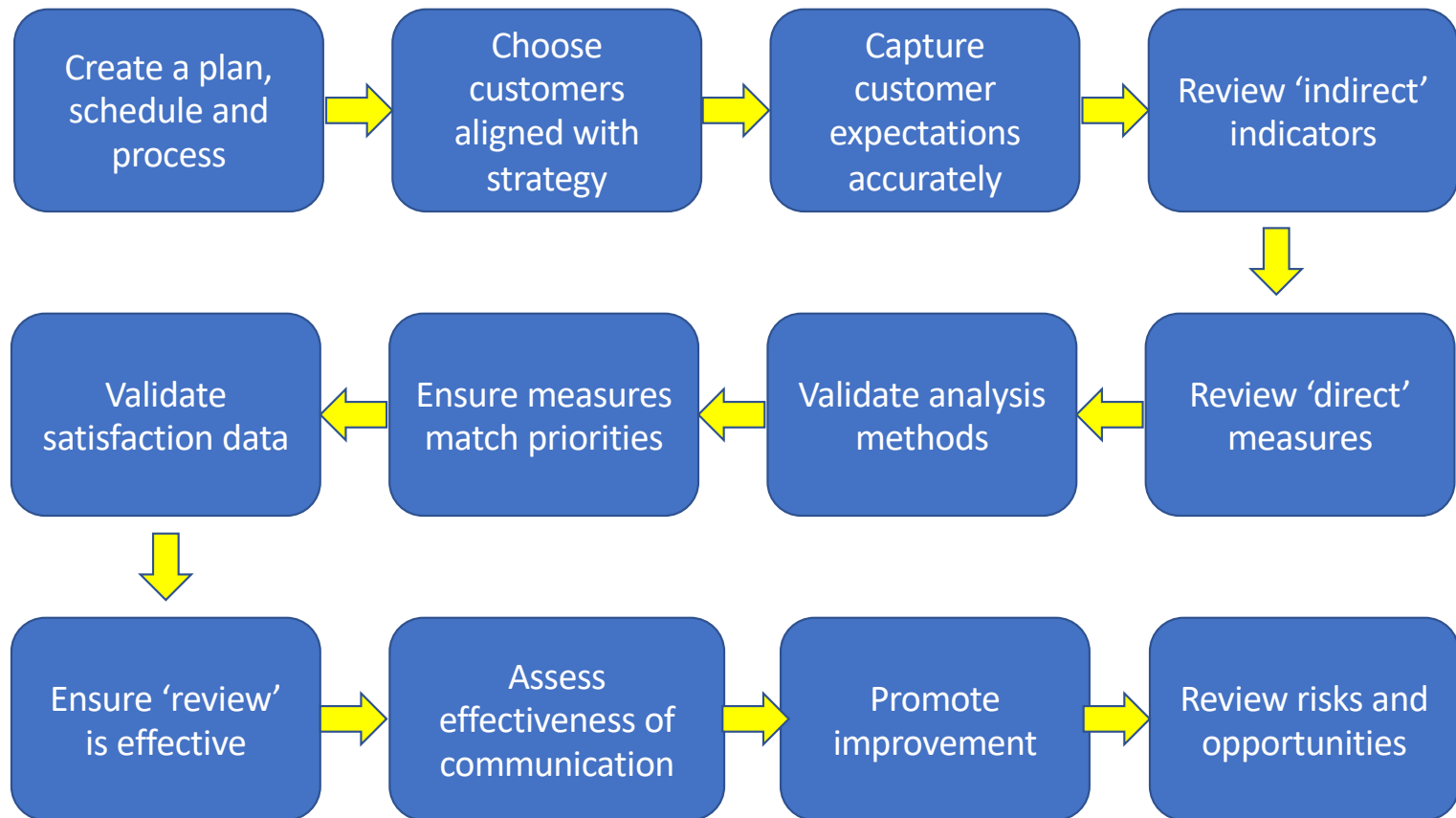
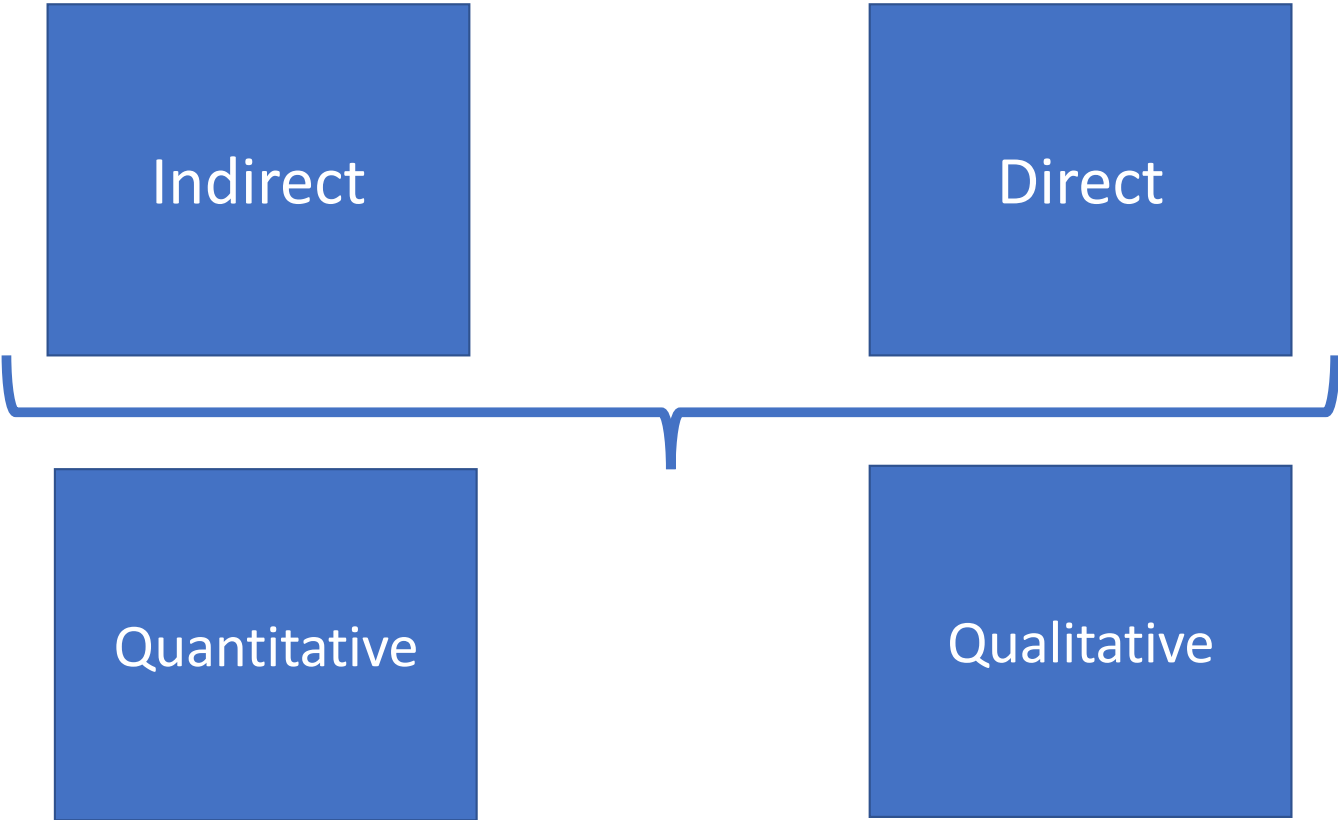


Figure 1 — Monitoring and measuring customer satisfaction



Gather the data



There is a better way to approach monitoring and measuring customer satisfaction:



KNOWLEDGE OF DEMAND IN CUSTOMER
TERMS



A FOCUS ON ONLY DOING THE VALUE
WORK – THE THINGS THAT REALLY
MATTER TO EACH AND EVERY CUSTOMER



MEASURING 'ACHIEVEMENT OF PURPOSE'
IN CUSTOMER TERMS

John Seddon, Vanguard Consulting

Now We'll Look at Clause 8 & Annexes

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Maintenance is important to stay in the loop...



Be sure that the indicators are relevant



The better
your
measures,
the better
the results...

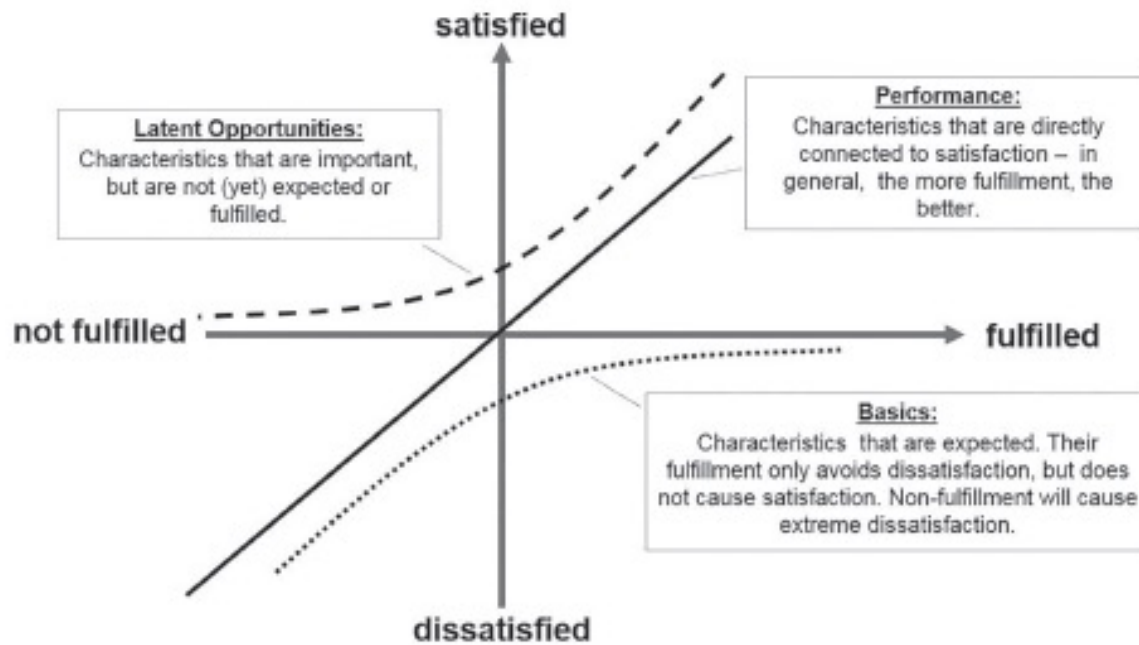


Figure C.1 — Relationship between various characteristics and customer satisfaction

The Annexes
(A – E)
contain
more
guidance...

*No quiz questions
from the annex!*

There's some guidance in the Annex...

- **Annex A (informative) Interrelationship of ISO 10001, ISO 10002, ISO 10003 and this document**
- **Annex B (informative) Conceptual model of customer satisfaction**
- **Annex C (informative) Identification of customer expectations**
- **Annex D (informative) Direct measurement of customer satisfaction**
- **Annex E (informative) Analysis of customer satisfaction data**
- **Annex F (informative) Using customer satisfaction information**

Quiz #3

Lesson 3

Clauses 7 , 8 & Annexes