

**ISO 10004:2018**  
Customer Satisfaction Monitoring and Measurement

**Participant Workbook**

You can purchase ISO 10004:2018 at the ISO site, here: <https://www.iso.org/standard/71582.html>

# ISO 10004:2018

Customer Satisfaction Monitoring and Measurement

**Unit 1: Clauses 3 & 4**

# ISO 10004:2018

Customer Satisfaction Monitoring and Measurement

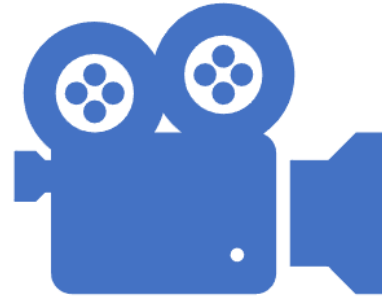
## Unit 2: Clauses 5 & 6

# ISO 10004:2018

Customer Satisfaction Monitoring and Measurement

## Unit 3: Clauses 7 & 8

Each unit has a  
video followed by  
a quiz...





STOP THE VIDEO ANY TIME TO  
MAKE NOTES!



STOP THE VIDEO ANY TIME  
TO MAKE NOTES!



REFER BACK TO THE VIDEO  
DURING THE QUIZ...

- This is the second course in the series of 6 courses
- Do the quizzes after each section
- You can purchase your 'Certificate of Attendance' in the 'Purchase Your Certificate Here' tab at the bottom of the course material.



Search courses

- START HERE 0/1
- 1.1 Download your PDF Workbook Here
- UNIT #1 1/2
  - 1.1 Unit #1 - ISO 31000 Part 1: Principles
  - 1.1 Quiz #1 - Section 1: Principles 3 questions
- UNIT #2 0/2
  - 2.1 Unit #2 - ISO 31000 Part 2: Framework
  - 2.1 Quiz #2 - ISO 31000 - Section 2: Framework 3 questions
- UNIT #3 0/2
  - 3.1 Unit #3 - ISO 31000 Part 3: The Process
  - 3.1 Quiz #3 - ISO 31000 - Section 3: The Process 3 questions
- CERTIFICATE 0/2
  - 5.1 Purchase Your Certificate Here
  - 5.1 Contact Us About Creating a Project on Your Path to Becoming a Certified Management System Professional 3 days Final

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

## Here's your path to the 'Certified Management System Professional' Designation:



Let's Get  
Started With  
ISO 10004  
Clauses 3 & 4

Issued by Strategic ISO Liaison House (slh@iso.org)  
ISO Secretariat, CP 1211, Chêne-Boulevard, CH-1215, CH  
Copyright International Organization for Standardization

**INTERNATIONAL  
STANDARD**

**ISO  
10004**

Second edition  
2018-07

---

**Quality management — Customer  
satisfaction — Guidelines for  
monitoring and measuring**

Management de la qualité — Satisfaction du client — lignes  
directrices relatives à la surveillance et au mesurage



Reference number  
ISO 10004:2018(EN)

© ISO 2018

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

## Contents

Page

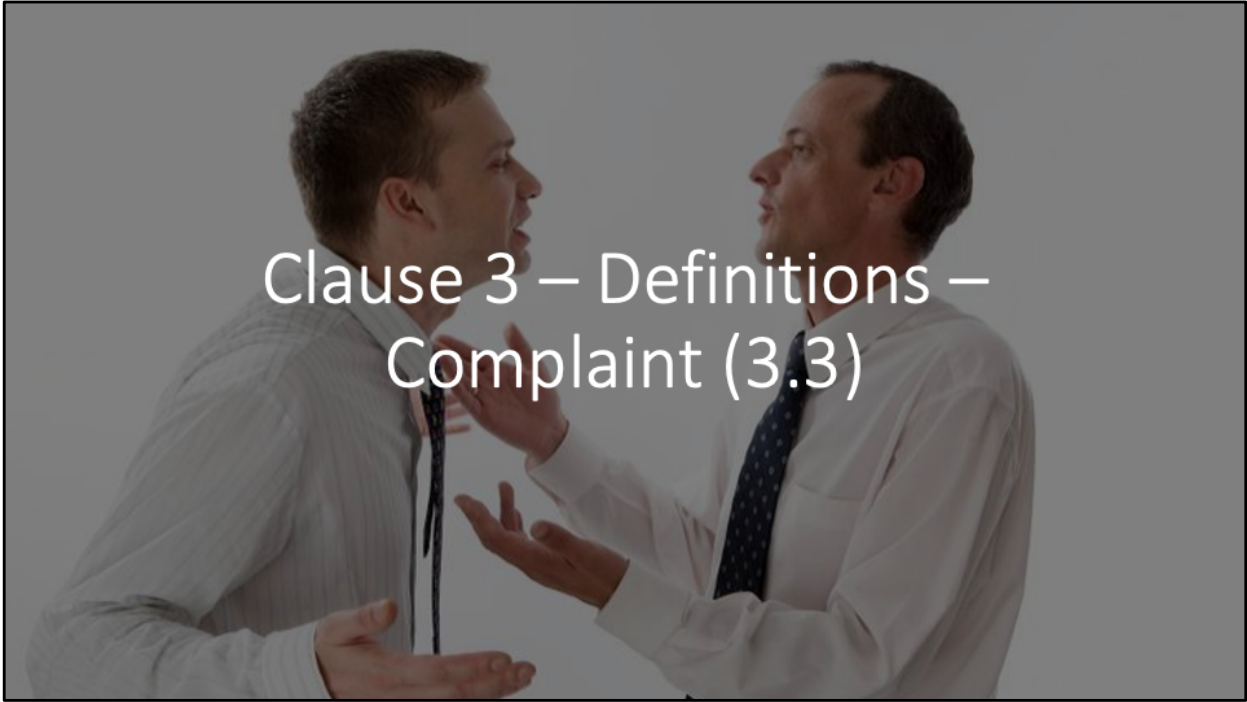
<b>Foreword</b> .....	<b>v</b>
<b>Introduction</b> .....	<b>vi</b>
<b>1 Scope</b> .....	<b>1</b>
<b>2 Normative references</b> .....	<b>1</b>
<b>3 Terms and definitions</b> .....	<b>1</b>
<b>4 Concepts and guiding principles</b> .....	<b>3</b>
4.1 General.....	3
4.2 Concept of customer satisfaction.....	3
4.3 Guiding principles.....	3
4.3.1 Commitment.....	3
4.3.2 Capacity.....	3
4.3.3 Transparency.....	3
4.3.4 Accessibility.....	3
4.3.5 Responsiveness.....	3
4.3.6 Information integrity.....	4
4.3.7 Accountability.....	4
4.3.8 Improvement.....	4
4.3.9 Confidentiality.....	4
4.3.10 Customer-focused approach.....	4
4.3.11 Competence.....	4
4.3.12 Timeliness.....	4
4.3.13 Comprehension.....	4
4.3.14 Continuity.....	4



**3.1**  
**customer**



**3.2**  
**customer satisfaction**



## Clause 3 – Definitions – Complaint (3.3)

### **3.3 complaint**



Clause 3 – Definitions – Customer service (3.4)

**3.4**  
**customer service**



Clause 3 – Definitions – Feedback (3.5)

**3.5**  
**feedback**



**3.6**  
**interested party**



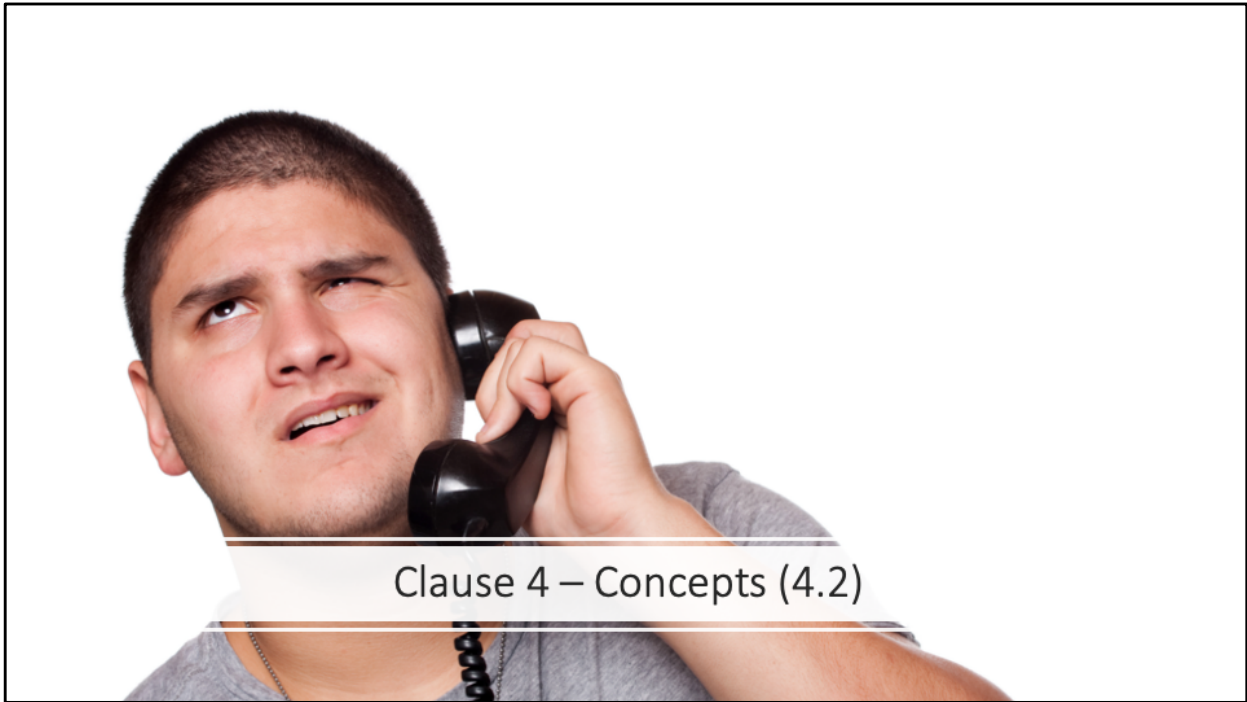
**3.7**  
**organization**

## Contents

Page

Foreword .....	v
Introduction .....	vi
1 Scope .....	1
2 Normative references .....	1
3 Terms and definitions .....	1
4 Concepts and guiding principles .....	3
4.1 General .....	3
4.2 Concept of customer satisfaction .....	3
4.3 Guiding principles .....	3
4.3.1 Commitment .....	3
4.3.2 Capacity .....	3
4.3.3 Transparency .....	3
4.3.4 Accessibility .....	3
4.3.5 Responsiveness .....	3
4.3.6 Information integrity .....	4
4.3.7 Accountability .....	4
4.3.8 Improvement .....	4
4.3.9 Confidentiality .....	4
4.3.10 Customer-focused approach .....	4
4.3.11 Competence .....	4
4.3.12 Timeliness .....	4
4.3.13 Comprehension .....	4
4.3.14 Continuity .....	4





#### **4.2 Concept**

It is important to make a distinction between your organization's view of the quality of the delivered product or service and the customer's perception of the delivered product or service

The relationship between the organization's and the customer's views on quality is further described by the conceptual model of customer satisfaction, as presented in [Annex B](#).

Since customer satisfaction is subject to change, organizations should establish a framework or processes to monitor and measure customer satisfaction on a regular basis.

#### **4.3 Guiding principles**

##### **4.3.1 Commitment**

The organization should be actively committed to defining and implementing processes to monitor and measure customer satisfaction.

##### **4.3.2 Capacity**

Sufficient resources should be made available for and committed to monitoring and

measuring customer satisfaction, and should be managed effectively and efficiently.

#### **4.3.3 Transparency**

The organization should ensure that adequate customer satisfaction information is communicated to customers, personnel and other relevant interested parties, as appropriate.

#### **4.3.4 Accessibility**

Customer satisfaction information should be easy to find and use.

#### **4.3.5 Responsiveness**

The organization should address the needs and expectations of customers in its use of customer satisfaction information.

#### **4.3.6 Information integrity**

The organization should ensure that customer satisfaction information is accurate and not misleading, and that data collected are relevant, correct, complete, meaningful and useful.

#### **4.3.7 Accountability**

The organization should establish and maintain accountability for, and reporting on, the decisions and actions taken with respect to monitoring and measuring customer satisfaction.

#### **4.3.8 Improvement**

Increased effectiveness and efficiency of the processes to monitor and measure customer satisfaction should be a permanent objective.

#### **4.3.9 Confidentiality**

Personally identifiable information should be kept confidential and protected, unless disclosure is required by law or consent for disclosure is obtained from the person concerned.

NOTE Personally identifiable information is information that when associated with an individual can be used to identify him or her, and is retrievable by the individual's name, address, email address, telephone number or similarly specific identifier. The precise meaning of the term differs around the world.

#### **4.3.10 Customer-focused approach**

The organization should adopt a customer-focused approach to monitor and measure customer satisfaction and should be open to feedback.

#### **4.3.11 Competence**

Organization personnel should have the personal attributes, skills, training, education and experience necessary to monitor and measure customer satisfaction.

#### **4.3.12 Timeliness**

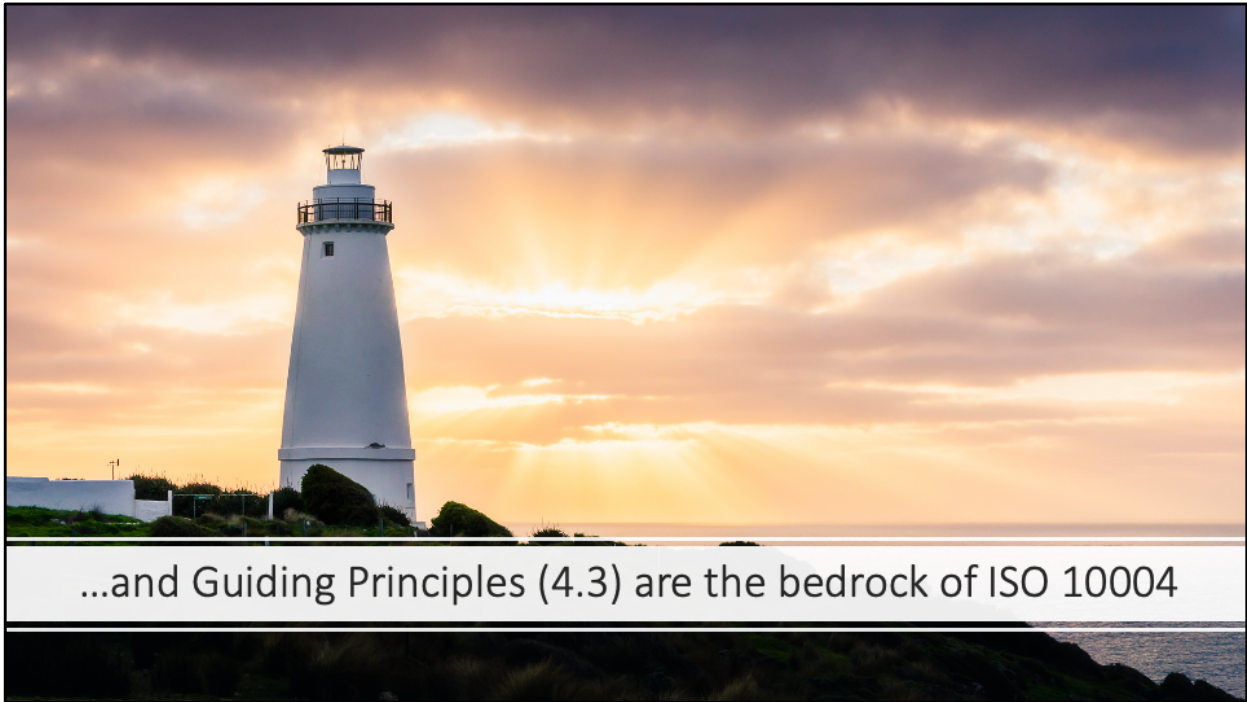
Gathering and dissemination of customer satisfaction information should be done at the appropriate time, consistent with the organization's objectives.

#### **4.3.13 Comprehension**

The organization should clearly and fully understand the customer's expectations, and the customer's perception of how well those expectations are met.

#### **4.3.14 Continuity**

The organization should ensure that monitoring of customer satisfaction is systematic and continuous.



### **4.3 Guiding principles**

#### **4.3.1 Commitment**

The organization should be actively committed to defining and implementing processes to monitor and measure customer satisfaction.

#### **4.3.2 Capacity**

Sufficient resources should be made available for and committed to monitoring and measuring customer satisfaction, and should be managed effectively and efficiently.

#### **4.3.3 Transparency**

The organization should ensure that adequate customer satisfaction information is communicated to customers, personnel and other relevant interested parties, as appropriate.

#### **4.3.4 Accessibility**

Customer satisfaction information should be easy to find and use.

#### **4.3.5 Responsiveness**

The organization should address the needs and expectations of customers in its use of customer satisfaction information.

#### **4.3.6 Information integrity**

The organization should ensure that customer satisfaction information is accurate and not misleading, and that data collected are relevant, correct, complete,

meaningful and useful.

#### **4.3.7 Accountability**

The organization should establish and maintain accountability for, and reporting on, the decisions and actions taken with respect to monitoring and measuring customer satisfaction.

#### **4.3.8 Improvement**

Increased effectiveness and efficiency of the processes to monitor and measure customer satisfaction should be a permanent objective.

#### **4.3.9 Confidentiality**

Personally identifiable information should be kept confidential and protected, unless disclosure is required by law or consent for disclosure is obtained from the person concerned.

NOTE Personally identifiable information is information that when associated with an individual can be used to identify him or her, and is retrievable by the individual's name, address, email address, telephone number or similarly specific identifier. The precise meaning of the term differs around the world.

#### **4.3.10 Customer-focused approach**

The organization should adopt a customer-focused approach to monitor and measure customer satisfaction and should be open to feedback.

#### **4.3.11 Competence**

Organization personnel should have the personal attributes, skills, training, education and experience necessary to monitor and measure customer satisfaction.

#### **4.3.12 Timeliness**

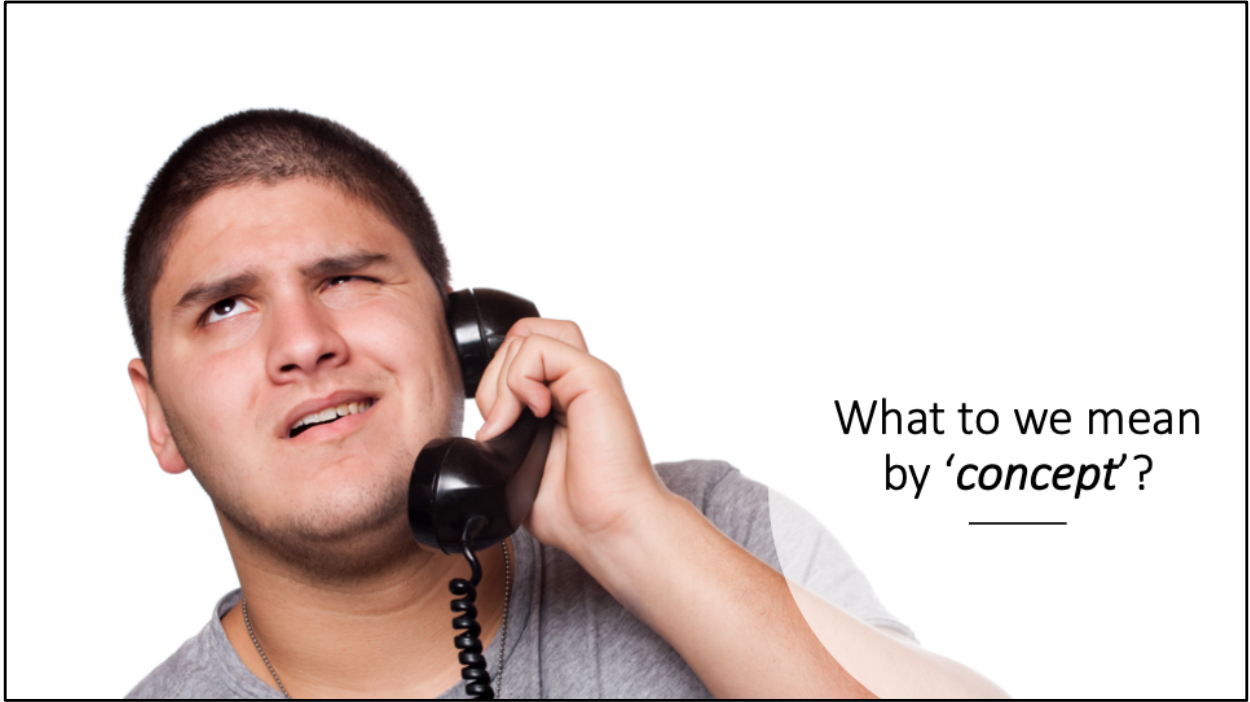
Gathering and dissemination of customer satisfaction information should be done at the appropriate time, consistent with the organization's objectives.

#### **4.3.13 Comprehension**

The organization should clearly and fully understand the customer's expectations, and the customer's perception of how well those expectations are met.

#### **4.3.14 Continuity**

The organization should ensure that monitoring of customer satisfaction is systematic and continuous.



What to we mean  
by '*concept*'?  
\_\_\_\_\_



#### **4.2 Concept**

It is important to make a distinction between your organization's view of the quality of the delivered product or service and the customer's perception of the delivered product or service

The relationship between the organization's and the customer's views on quality is further described by the conceptual model of customer satisfaction, as presented in Annex B.

Since customer satisfaction is subject to change, organizations should establish a framework or processes to monitor and measure customer satisfaction on a regular basis.



**These 14 Guiding principles will help keep you focused on your customers**



#1 Commitment shows – you can't 'fake it'

#### **4.3.1 Commitment**

The organization should be actively committed to defining and implementing processes to monitor and measure customer satisfaction.

#2 Make sure you have resources to measure and monitor customer satisfaction



#### **4.3.2 Capacity**

Sufficient resources should be made available for and committed to monitoring and measuring customer satisfaction, and should be managed effectively and efficiently.



**#3 Be transparent**  
- Communicate information to customers and your employees so they'll know how well you're doing.

#### **4.3.3 Transparency**

The organization should ensure that adequate customer satisfaction information is communicated to customers, personnel and other relevant interested parties, as appropriate.

#4 Customer satisfaction information should be easy to find and use



#### **4.3.4 Accessibility**

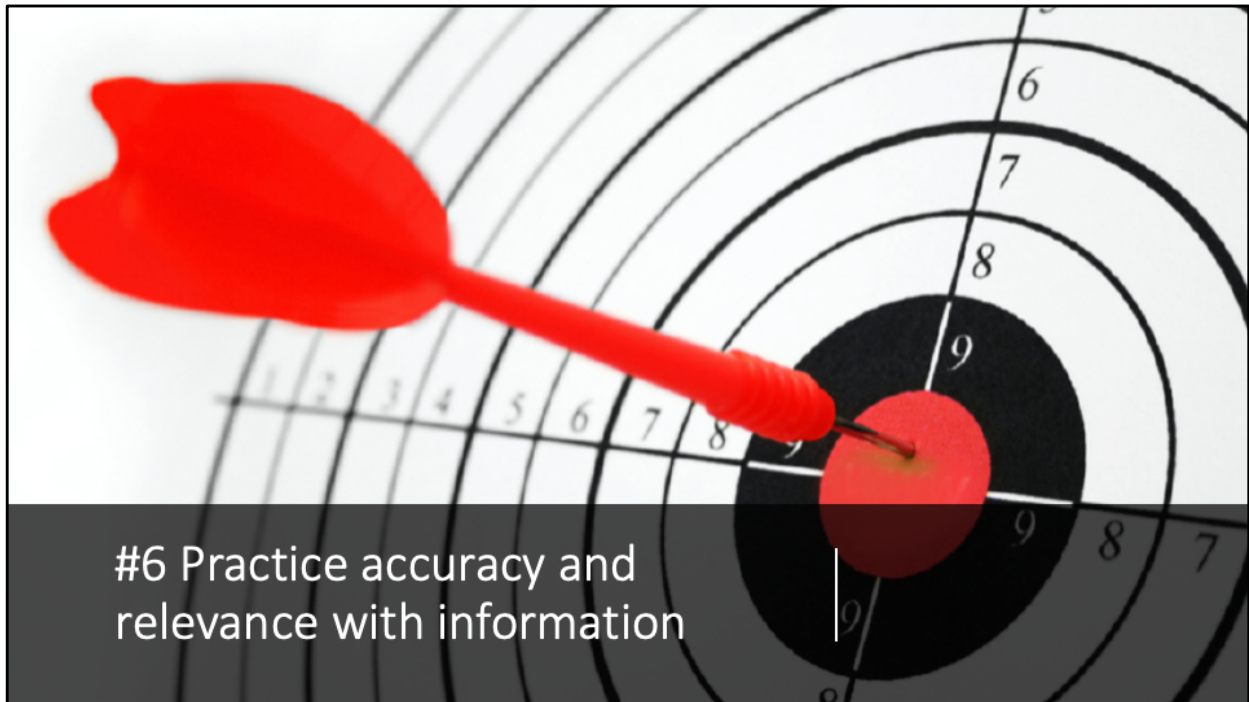
Customer satisfaction information should be easy to find and use.



#5 Keep needs and expectations of customers in mind when using customer satisfaction information

#### **4.3.5 Responsiveness**

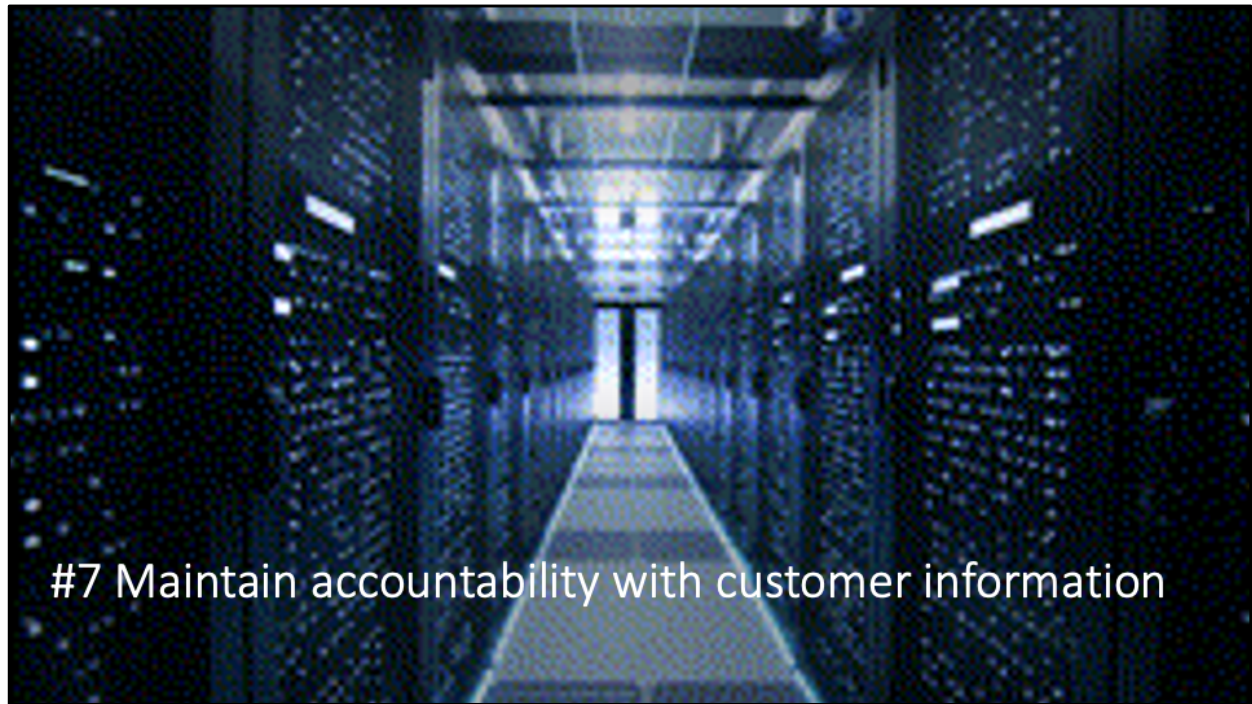
The organization should address the needs and expectations of customers in its use of customer satisfaction information.



#6 Practice accuracy and relevance with information

#### **4.3.6 Information integrity**

The organization should ensure that customer satisfaction information is accurate and not misleading, and that data collected are relevant, correct, complete, meaningful and useful.



#### **4.3.7 Accountability**

The organization should establish and maintain accountability for, and reporting on, the decisions and actions taken with respect to monitoring and measuring customer satisfaction.



#8 Continually improve your measurement processes

#### **4.3.8 Improvement**

Increased effectiveness and efficiency of the processes to monitor and measure customer satisfaction should be a permanent objective.



#9 Make 'Confidentiality' part of your culture

#### 4.3.9 Confidentiality

Personally identifiable information should be kept confidential and protected, unless disclosure is required by law or consent for disclosure is obtained from the person concerned.

NOTE Personally identifiable information is information that when associated with an individual can be used to identify him or her, and is retrievable by the individual's name, address, email address, telephone number or similarly specific identifier. The precise meaning of the term differs around the world.



#### **4.3.10 Customer-focused approach**

The organization should adopt a customer-focused approach to monitor and measure customer satisfaction and should be open to feedback.



#### 4.3.11 Competence

Organization personnel should have the personal attributes, skills, training, education and experience necessary to monitor and measure customer satisfaction.



#12 Timeliness will keep you up to date on trends

#### **4.3.12 Timeliness**

Gathering and dissemination of customer satisfaction information should be done at the appropriate time, consistent with the organization's objectives.



## #13 Understand expectations and how well you met them

### **4.3.13 Comprehension**

The organization should clearly and fully understand the customer's expectations, and the customer's perception of how well those expectations are met.



#14 Make Monitoring and Measurement a 'habit'

**4.3.14 Continuity**

The organization should ensure that monitoring of customer satisfaction is systematic and continuous.



What would a customer satisfaction 'conceptual model' look like?

## Annex B, B2

### B.2 Conceptual model of customer satisfaction

The relationship between the organization's perspectives and the customer's perspectives regarding product and service quality is illustrated by the conceptual model in [Figure B.1](#).

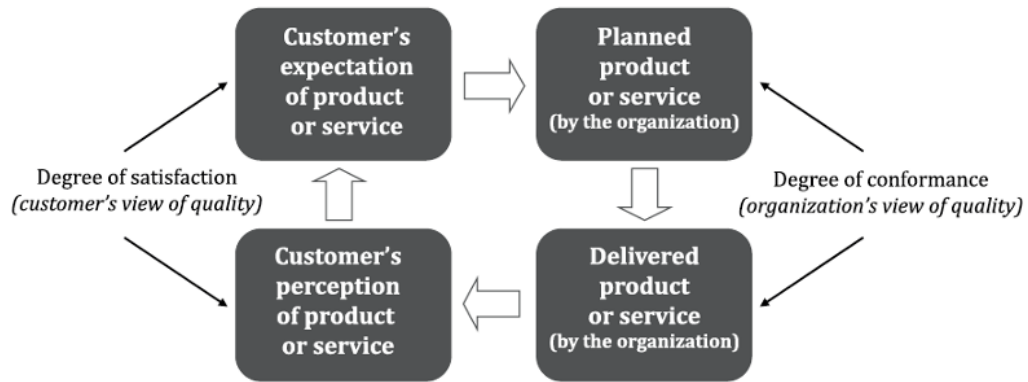


Figure B.1 — Customer satisfaction conceptual model

Customers' expectations change!



# Quiz #1!

imsipro.org/courses/course-3-is

Search courses

1.1 Download your PDF Workbook Here

UNIT #1 1/2

2.1 Unit #1 – ISO 31000 Part 1: Principles ✓

2.1 Quiz #1 – 3 questions ← Click here on 'Quiz #1'

UNIT #2 0/2

3.1 Unit #2 – ISO 31000 Part 2: Framework ✓

3.1 Quiz #2 – ISO 31000 – Section 2: Framework 3 questions

UNIT #3 0/2

4.1 Unit #3 – ISO 31000 Part 3: The Process 20 min ✓

4.1 Quiz #3 – ISO 31000 – Section 3: The Process 3 questions


CERTIFICATE 0/2

5.1 Purchase Your Certificate

5.1 Contact Us About Creating a Project on Your Path to Becoming a Certified Management System Professional 3 days

Final

# Now We'll Look at Clauses 5 & 6



<b>5</b>	<b>Framework for monitoring and measuring customer satisfaction</b> .....	<b>4</b>
5.1	Context of the organization.....	4
5.2	Establishment.....	5
<b>6</b>	<b>Planning, design and development</b> .....	<b>5</b>
6.1	Defining the purpose and objectives.....	5
6.2	Determining the scope and frequency.....	6
6.3	Determining implementation methods and responsibilities.....	6
6.4	Allocating resources.....	6

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:

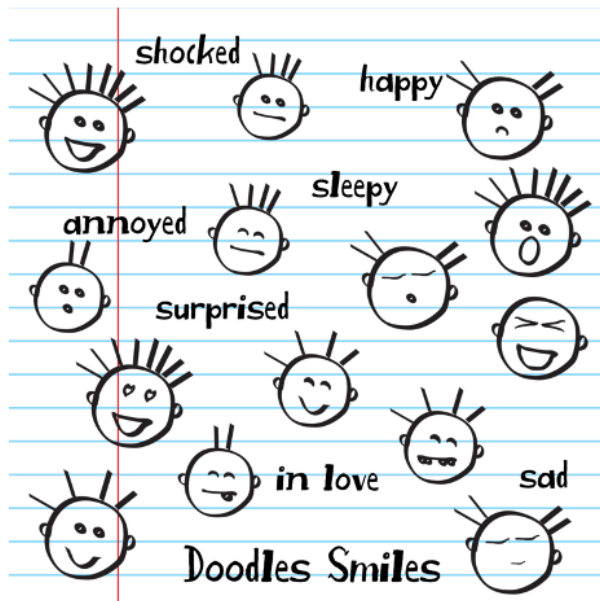
- monitoring and evaluating processes and internal and external factors concerning risks and opportunities;
- identifying and assessing specific risks and opportunities;
- planning, designing, developing, implementing and reviewing corrective actions and improvements pertaining to identified and assessed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

5	<b>Framework for monitoring and measuring customer satisfaction</b> .....	4
5.1	Context of the organization.....	4
5.2	Establishment.....	5
 6	<b>Planning, design and development</b> .....	5
6.1	Defining the purpose and objectives.....	5
6.2	Determining the scope and frequency.....	6
6.3	Determining implementation methods and responsibilities.....	6
6.4	Allocating resources.....	6

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

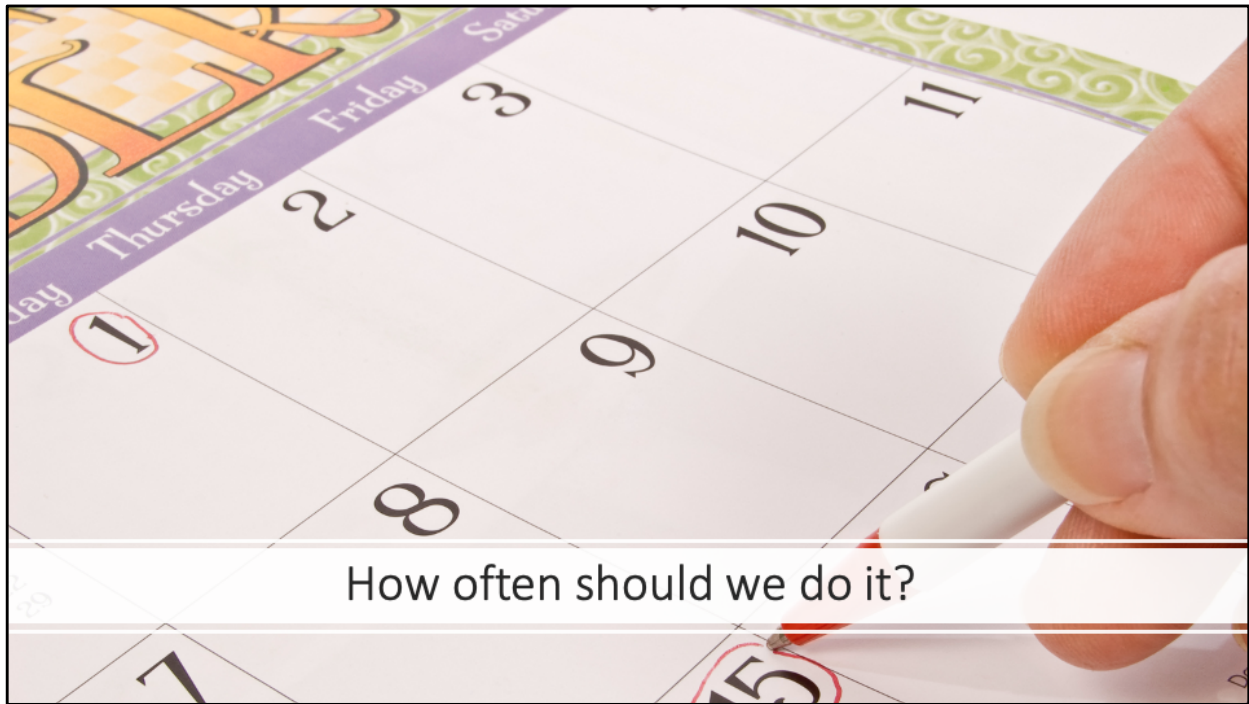


By Product



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!

# Now We'll Look at Clauses 7 & 8



7	<b>Operation</b>	7
7.1	General	7
7.2	Identifying customer expectations	7
7.2.1	Identifying customers	7
7.2.2	Determining customer expectations	7
7.3	Gathering customer satisfaction data	8
7.3.1	Identifying and selecting characteristics related to customer satisfaction	8
7.3.2	Indirect indicators of customer satisfaction	8
7.3.3	Direct measures of customer satisfaction	9
7.3.4	Collecting customer satisfaction data	10
7.4	Analysing customer satisfaction data	11
7.4.1	General	11
7.4.2	Preparing the data for analysis	11
7.4.3	Determining the method of analysis	11
7.4.4	Conducting the analysis	11
7.4.5	Validating the analysis	12
7.4.6	Reporting results and recommendations	12
7.5	Communicating customer satisfaction information	12
7.6	Monitoring customer satisfaction	13
7.6.1	General	13
7.6.2	Examining the customers selected and the data gathered	13
7.6.3	Examining customer satisfaction information	13
7.6.4	Monitoring actions taken in response to customer satisfaction information	13
7.6.5	Assessing the effectiveness of actions taken	13

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

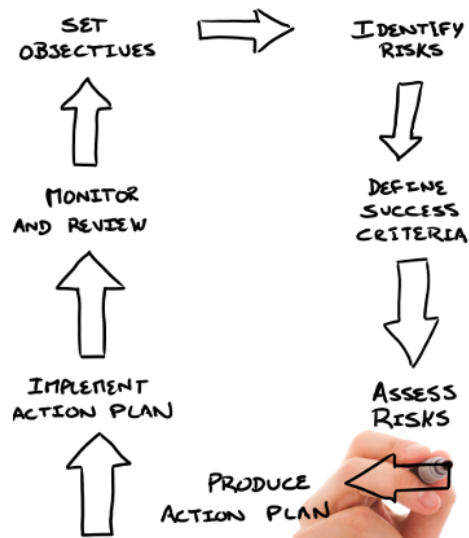
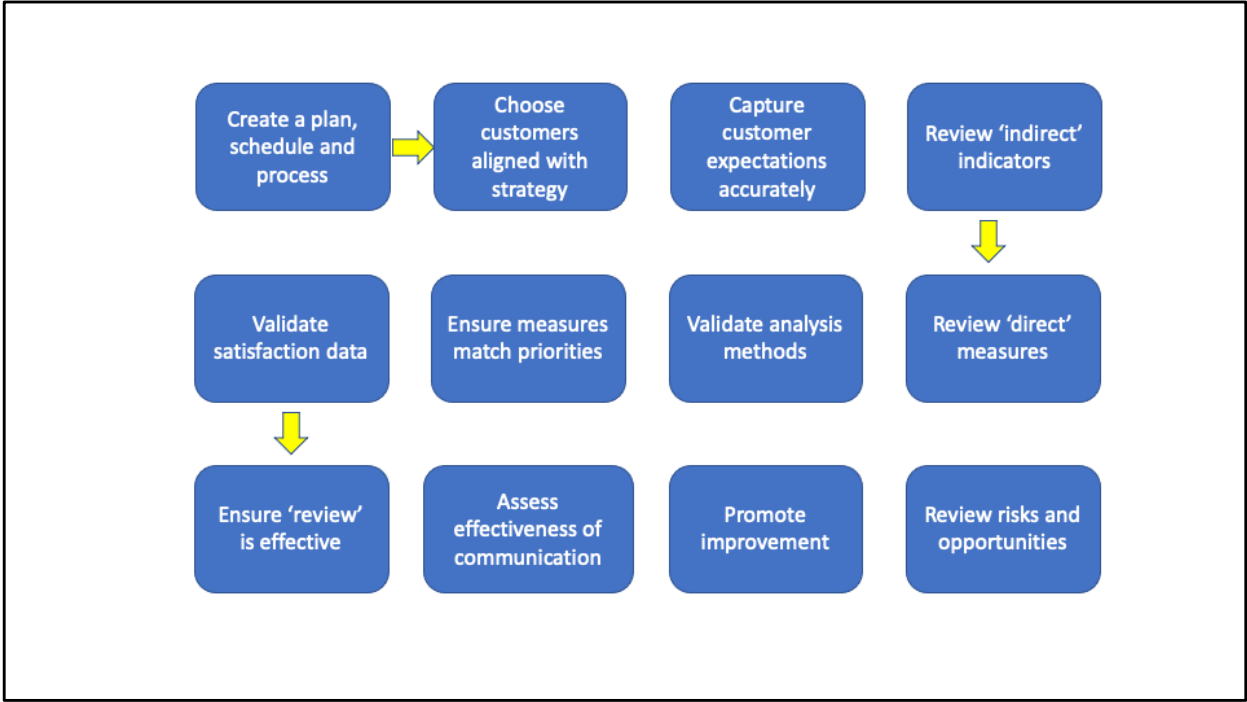




Figure 1 — Monitoring and measuring customer satisfaction



## Gather the data

Indirect

Direct

Quantitative

Qualitative

Frequency/trends in complaints/disputes

Frequency/trends in returns, repairs, installations, field inspection reports

Frequency/trends in service non-conformities (e.g on time shipping

Marketing data obtained – customer service calls – marketing communication

Supplier surveys conducted by customer organizations – comparison surveys

Media reports

Sector/industry studies - comparison

Regulatory agency reports/publications

Social media

## 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

<b>8</b>	<b>Maintenance and improvement</b> .....	<b>14</b>
<b>Annex A</b> (informative)	<b>Interrelationship of ISO 10001, ISO 10002, ISO 10003 and this document</b>	<b>15</b>
<b>Annex B</b> (informative)	<b>Conceptual model of customer satisfaction</b> .....	<b>17</b>
<b>Annex C</b> (informative)	<b>Identification of customer expectations</b> .....	<b>19</b>
<b>Annex D</b> (informative)	<b>Direct measurement of customer satisfaction</b> .....	<b>22</b>
<b>Annex E</b> (informative)	<b>Analysis of customer satisfaction data</b> .....	<b>28</b>
<b>Annex F</b> (informative)	<b>Using customer satisfaction information</b> .....	<b>33</b>
	<b>Bibliography</b> .....	<b>35</b>

You can purchase ISO 10004:2018 at the ISO site, here:  
<https://www.iso.org/standard/70397.html>

The organization should periodically review its processes for monitoring and measuring customer satisfaction, in order to ensure that they are effective and efficient and that they yield information that is current, relevant and useful. Typical actions to consider include:

- ensuring that there is a plan, schedule and defined process for monitoring and measuring customer satisfaction;
- reviewing the process of selecting customers and characteristics to ensure they are aligned with business goals and priorities;
- ensuring that methods and processes for direct measurement of satisfaction reflect changing customer conditions and business goals;
- reviewing the methods of analysis of customer satisfaction data to ensure they are valid and adequate;
- verifying that the various components and their relative weights reflect current business priorities, if the customer satisfaction data are consolidated into an indicator such as CSI;
- periodically reviewing the process for validating customer satisfaction information

against internal data or other business indicators;

- verifying that the forum and process for ongoing review of customer satisfaction information is appropriate and adequate;

- verifying that the process for communication of customer satisfaction information to relevant functions is operational and effective, e.g. determining if the recipients find the information useful or if the information is utilized;

- identifying impediments and aids to communicating customer satisfaction information in order to promote improvement;

- reviewing risks and opportunities related to customer satisfaction measuring and monitoring;

- evaluating the effectiveness of the actions taken in relation to risks and opportunities.

NOTE Information from the use of code of conduct for customer satisfaction (see ISO 10001), complaints handling processes (see ISO 10002) and dispute resolution processes (see ISO 10003) can assist in the maintenance and improvement of processes for monitoring and measuring customer satisfaction.

Maintenance is important to stay in the loop...



Make sure the method is valid and useful

— ensuring that the process for capturing customer expectations (implicit and explicit) is current and comprehensive in scope and that it includes verification, where possible with the customer;

Maintenance is important to stay in the loop...



Be sure that the indicators are relevant

- ensuring that the process for capturing customer expectations (implicit and explicit) is current and comprehensive in scope and that it includes verification, where possible with the customer;
- reviewing the indirect indicators of customer satisfaction, including lost customer analysis, to ensure the sources are current, comprehensive and 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!*

# Quiz #3!

After the Quiz click here to purchase your certificate if you care to:

imsipro.org/courses/course-1-iso-10004-customer-satisfaction-monitoring-and-r

Search courses

- UNIT #1 ISO 9004 - CLAUSES 3, 4 & 5 0/9
  - Lecture 1.1 Download your ISO 9004 PDF Workbook Here
  - Lecture 1.2 Unit #1 ISO 9004 - Clauses 3, 4 & 5
  - Quiz 1.1 Quiz #1 - ISO 9004 - Unit 1: Clauses 3, 4 & 5 4 questions
  - Lecture 1.3 Unit #2 ISO 9004 - Clauses 6, 7 & 8
  - Quiz 1.2 Quiz #2 - ISO 9004 - Unit 2: Clauses 6, 7 & 8 5 questions
  - Lecture 1.4 Unit #3 ISO 9004 - Clauses 9, 10 & 11
  - Quiz 1.3 Quiz #3 - ISO 9004 - Unit 3: Clauses 9, 10 & 11 4 questions
  - Purchase Your Certificate For ISO 9004**
  - Contact Us About Creating an ISO 9004 Project on Your Path to Becoming a Certified Management System Professional

WISHLIST

- UNIT #1 ISO 9004 - CLAUSES 3, 4 & 5 0/9
  - Lecture 1.1 Download your ISO 9004 PDF Workbook Here
  - Lecture 1.2 Unit #1 ISO 9004 - Clauses 3, 4 & 5
  - Quiz 1.1 Quiz #1 - ISO 9004 - Unit 1: Clauses 3, 4 & 5 4 questions
  - Lecture 1.3 Unit #2 ISO 9004 - Clauses 6, 7 & 8
  - Quiz 1.2 Quiz #2 - ISO 9004 - Unit 2: Clauses 6, 7 & 8 5 questions
  - Lecture 1.4 Unit #3 ISO 9004 - Clauses 9, 10 & 11
  - Quiz 1.3 Quiz #3 - ISO 9004 - Unit 3: Clauses 9, 10 & 11 4 questions
  - Purchase Your Certificate For ISO 9004**
  - Contact Us About Creating an ISO 9004 Project on Your Path to Becoming a Certified Management System Professional

**Next up: MSP Course #3: ISO ISO 31000 –  
Risk Management Principles and Guidelines**

*We hope you found ISO 10004 helpful!*