



Standards for Achieving Customer Focus

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on
Consumer Connect for Revitalizing Business

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CONSUMER RIGHTS

- **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.)

- 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

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.)

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



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.)

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.)

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.)

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.)***



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

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

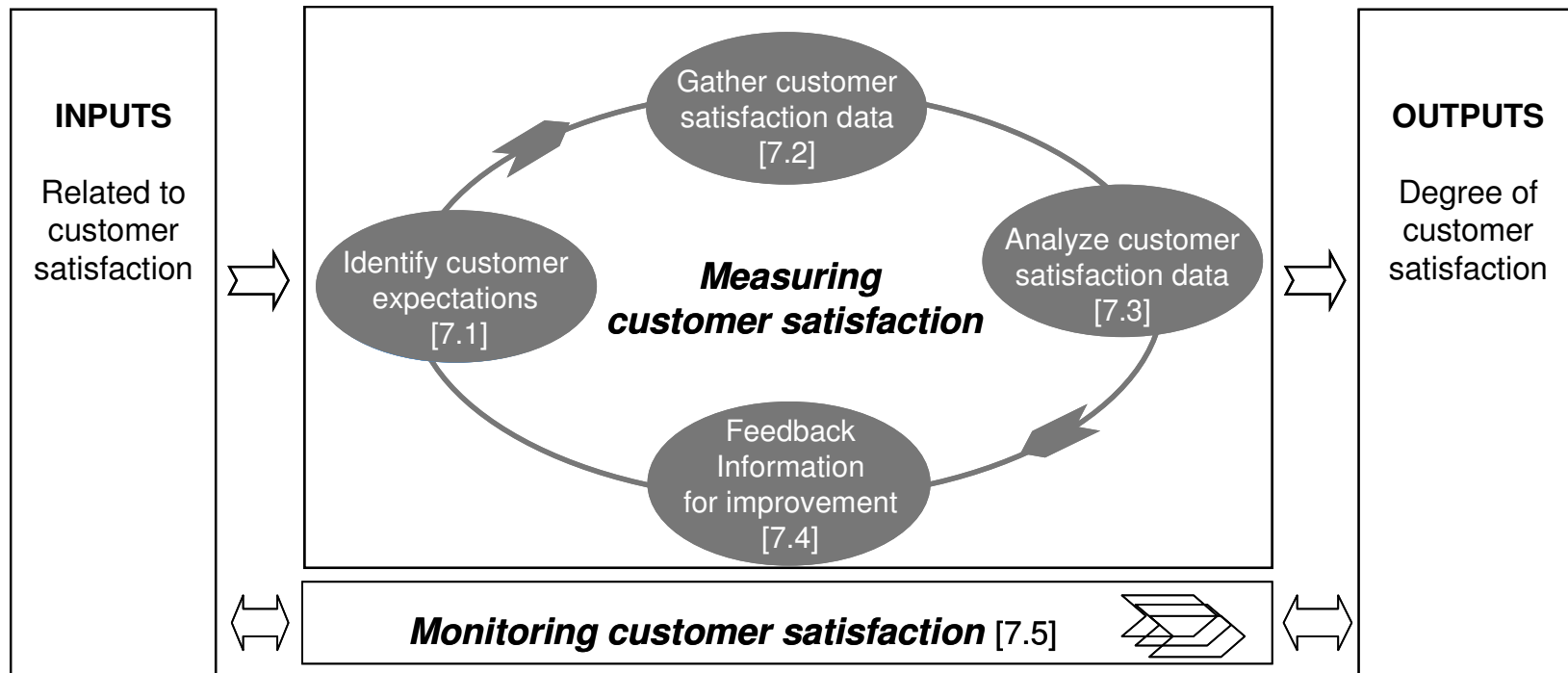


Monitoring and measuring customer satisfaction (ISO/TS 10004)

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

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

- 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

- 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

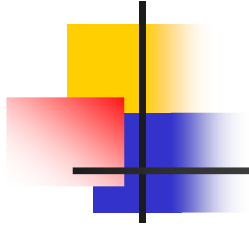
Use of these standards can greatly enhance the satisfaction of customers which in turn will revitalize and benefit the businesses as well

The logo consists of a vertical black line intersecting a horizontal black line. To the left of the intersection, 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

For information on Indian Standards

www.bis.org.in



Thank You