



ISO 10002:2004 Complaint Management System

“Customer Satisfaction is customer’s perception of the degree to which the customer’s requirements have been fulfilled.”

“A complaint is an expression of dissatisfaction made to an organization, related to its products, or the complaints handling process itself, where a response or resolution is explicitly or implicitly expected.”

INTRODUCTION

ISO 10002:2004 Complaints Management System provides guidance on the process of complaints handling related to products within an organization, including planning, design, operation, maintenance and improvement. The complaints-handling process described is suitable for use as one of the processes of an overall quality management system.

The international standard provides a framework that the information obtained through the complaints handling process can lead to

- Improvement in products and process
- Improve the reputation of organisation

APPLICABILITY

Complaint Management System compliant to ISO 10002:2004 is relevant to any organization that wishes to exceed customer expectations, a basic requirement for businesses of all types and sizes, whether they’re in the private, public or voluntary sectors.

ISO 10002:2004 is not applicable to disputes referred for resolution outside the organization or for employment-related disputes.

BENEFITS

ISO 10002:2004 addresses all aspects of complaints handling with benefits as below:

Management System

This is a management system, therefore, all ingredients of management system are inherited in the complaint management system compliant to ISO 10002:2004, reviewing the effectiveness and efficiency of the complaints-handling process.

Customer Satisfaction:

Enhance customer satisfaction by creating a customer-focused environment that is open to feedback (including complaints), resolving any complaints, and enhancing the organization's ability to improve its product and customer service;

Management Focus:

Management commitment through adequate acquisition and deployment of resources, including personnel training;

Brand Improvement:

Certified complaint management system demonstrates to customers & other stakeholders that recognizing and addressing the needs and expectation of complainants, you have processes in place to handle, analyse and review complaints to improve the product and customer service quality.

Credibility:

Effective complaint Management system helps to ensure defined responsibilities & procedures to handle & review complaints are in place.

Customer Confidence:

By adopting the management system, ability to retain the loyalty of customers is enhanced. Customers feel confident of commitment for the resolution & redressal of any of their query or complaints.

Improved Efficiency:

Implementation and certification ensures a consistent process to handle customers, which enable to identify causes and eliminate the causes of complaints, as well as improve organization's operations.

Better Relationship:

System helps to adopt a customer-focused approach to handle, analysis and review complaints and encourage personnel to improve their skills & behaviour in working with customers.

Continual improvement:

It provides a basis for continual improvement and analysis of complaints-handling process, redressal of complaints with improvements to be made.

Transparent System:

Provide complainants with an open, effective and easy-to-use complaints process.

Auditable System:

Complaint management system is auditable, thus auditing of the complaints-handling process gives accuracy of the system compliance.

Synchronisation:

It is developed as guidance for an organization's complaints-handling process. It can be used alone or in conjunction with ISO 9001- Quality Management System of Organization.

STRUCTURE:

The standard has eight clauses. The first three are scope, normative reference, and terms and definitions. The other five are:

• **Guiding principles.** The general notions upon which the processes for handling complaints should be built. They include visibility accessibility, responsiveness, objectivity, free-of-charge to complainants, confidentiality, customer-focused approach and accountability

• **Complaints-handling framework.** An explanation of why organizations should commit to effective complaints-handling, and the associated responsibilities and authority. It also describes considerations for developing a complaints-handling policy.

• **Planning and design.** A description of how an organization can plan and design an effective complaints-handling process.

• **Operation of the complaints-handling process.** Guidance for operating the process, from receiving a complaint through closing the issue after completion.

• **Maintenance and improvement.** Guidance on gathering and using complaints data, monitoring performance of the complaints-handling process, auditing the process to ensure it meets the organization's requirements and continually improving it.

In a nutshell...

Satisfaction – three levels..

Content – goods, product or services does what it is supposed to do (managing expectations).

Process – the process is fair, fast, transparent and meets the needs of the consumer.

Psychological – consumer is treated with respect, has needs met.

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