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ICS 03.120.10
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CAS

ASSOCIATION STANDARD OF CHINA ASSOCIATION FOR STANDARDIZATION

CAS 103-2004

Standard of measuring Customer Satisfaction Index

顾客满意指数测评标准

(English Translation)

Issued on: December 1, 2004 **Implemented on: December 1, 2004**

Issued by: China Association for Standardization

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1 Foreword

CAS 103-2004 was issued by China Association for Standardization on 1 December 2004 and took effect the same day.

The CAS prefix marks a association standard, adopted voluntarily.

The document runs to 8 pages in English translation.

2 Scope Preview

This standard specifies: Customer Satisfaction Survey terms and definitions, the basic model of customer satisfaction index evaluation, survey design, sample surveys the basic requirements, the survey implementation, data processing and customer satisfaction index Analysis. This standard applies to: Chinese territory in consumer durables industry, non-durable consumer goods industries, service industries and other sectors of life customer satisfaction index test.

CAS 103-2004 falls under ICS 03.120.10, in the field of services and company

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organization.

This catalogue holds 45 other CAS standards.

In this catalogue, CAS standards carry edition years from 2001 to 2009.

3 About this standard

Sector: Chinese Industry Standard

Issued by: China Association for Standardization

English translation: about 8 pages (approximate)

Chinese original: about 4,046 characters

4 Related standards

Standards on related subjects:

RB/T 033-2020 - Guidance on verification and validation of microbiological testing methods

CAB 1026-2014 - Assessment methods for brand-name products of auto parts and supplies

5 Classification and status

International classification (ICS): 03.120.10

Chinese Standard Classification (CCS): A 00

Prefix CAS: association standard, adopted voluntarily.

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