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PEOPLE'S REPUBLIC OF CHINA**

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

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Table of Contents

Foreword

Introduction

0.1 General

0.2 Relationship with ISO 9001

0.3 Relationship to ISO 9004

1 Scope

2 Normative references

3 terms and definitions

Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard uses the translation method equivalent to ISO 10004..2018 "Guide to Quality Management Customer Satisfaction Monitoring and Measurement."

This standard was proposed and managed by the National Technical Committee for Quality Management and Quality Assurance Standardization (SAC/TC151).

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0.1 General

One of the key elements of organizational success is customer satisfaction with the organization and its products and services. Therefore, it is necessary to monitor and measure customers

satisfaction.

Information obtained by monitoring and measuring customer satisfaction can help organizations identify opportunities for improvement in strategies, products, services, processes, and customer focus characteristics

Yes, to achieve the goals of the organization. These improvements can increase customer confidence and bring business benefits and other benefits to the organization.

This standard provides guidance for organizations to establish effective processes for monitoring and measuring customer satisfaction.

This standard focuses on the satisfaction of individuals or organizations with the ability or actual acceptance of products or services from public or private organizations.

0.2 Relationship with ISO 9001

This standard is compatible with ISO 9001 and supports its purpose by providing guidance on monitoring and measuring customer satisfaction. This standard helps organizations

Apply ISO 9001 specific clauses related to customer satisfaction, namely the following.

- a) The scope of ISO 9001..2015 on quality management systems in 4.3;
- b) 5.1.2 in ISO 9001..2015 regarding customer focus;
- c) Quality objectives in 6.2.1 of ISO 9001..2015;
- d) ISO 9001..2015 8.2.1c) regarding customer communication;
- e) 9.1.2 of ISO 9001..2015 on customer satisfaction;
- f) Analysis and evaluation of ISO 9001..2015, 9.1.3;
- g) ISO 9001..2015 9.3.2c) regarding management review input;
- h) ISO 9001..2015 10.1 on improvement.

This standard can also be used alone.

0.3 Relationship to ISO 9004

This standard is compatible with ISO 9004 and supports its goals by effectively and efficiently applying monitoring and measuring customer satisfaction processes.

ISO 9004 provides guidance for the organization's continued success. Use of this standard can enhance performance in the area of monitoring and measuring customer satisfaction

Facilitate sustained success. It also facilitates continuous improvement in the quality of products, services and processes based on feedback from customers and other interested parties.

Note. In addition to customers and complainants, other interested parties include suppliers, industry associations and their members, consumer organizations, relevant government agencies, individuals, owners and recipients.

Monitor and measure other parties affected by the customer satisfaction process.

This standard can also be used alone.

Relationship between 0.4 and ISO 10001, ISO 10002, and ISO 10003

This standard is compatible with ISO 10001, ISO 10002, and ISO 10003. The four standards can be used alone or in conjunction with any one.

use. When used together, this standard, ISO 10001, ISO 10002, and ISO 10003 can serve as a broader comprehensive framework

In this framework, customer satisfaction is enhanced through behavioral norms, complaint handling, dispute resolution, monitoring and measuring customer satisfaction.

(See Appendix A)

ISO 10001 contains an organization's code of conduct guidelines on customer satisfaction. This code of conduct reduces the likelihood of problems and eliminates them

Sources of complaints and disputes that lead to decreased customer satisfaction.

ISO 10001 and this standard can be used together. This standard supports the establishment and implementation of codes of conduct. For example, this standard describes

Processes can help organizations monitor and measure customer satisfaction with these codes of conduct (see ISO 10001..2018, 8.3). Similarly, codes of conduct can

Help the organization identify and implement processes for monitoring and measuring customer satisfaction. For example, an organization can establish information about monitoring and measuring customer satisfaction

Code of conduct for confidentiality of guest information.

ISO 10002 contains guidelines for internal handling of complaints related to products and services. The guideline addresses complaints effectively and efficiently,

Maintain customer satisfaction and customer loyalty.

ISO 10002 and this standard can be used together. The guidelines provided in this standard can support the establishment and implementation of a complaint handling process. example

For example, the procedures described in this standard can help organizations monitor and measure customer satisfaction with the complaint handling process (see ISO 10002..2018, 8.3).

In the same way, information about the complaint handling process can be used to monitor and measure customer satisfaction. For example, the frequency and type of complaints can be used

(See 7.3.2).

ISO 10003 contains guidelines for resolving disputes arising from complaints about products and services that have not been satisfactorily handled internally.

ISO 10003 can help reduce customer dissatisfaction resulting from unresolved complaints.

ISO 10003 and this standard can be used together. This standard supports the establishment and implementation of dispute resolution processes. For example, this standard describes

The described process can help the organization monitor and measure customer satisfaction with the dispute resolution process (see ISO 10003:2018, 8.3). The same reason, dispute resolution

This process information can be used to monitor and measure customer satisfaction. For example, the frequency and nature of disputes can be used as indirect indicators of customer satisfaction (see

7.3.2).

ISO 10001, ISO 10002 and ISO 10003 together provide guidance for reducing customer dissatisfaction and enhancing customer satisfaction. This standard

Complement ISO 10001, ISO 10002, and ISO 10003 by providing customer satisfaction monitoring and measurement guidelines. The information obtained helps

Instruct the organization to take steps to maintain or enhance customer satisfaction.

Quality Management Customer Satisfaction

Monitoring and Measurement Guide

1 Scope

This standard provides guidance for determining and implementing customer satisfaction monitoring and measurement processes.

This standard applies to organizations of all types, different sizes, and offering different products and services. This standard focuses on the external

Customers.

Note. The terms "product" and "service" in this standard refer to the products and services that the organization expects to provide to customers or customers.

2 Normative references

The following documents are essential for the application of this document. For dated references, only the dated version applies to this article