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**Quality management -- Customer satisfaction -- Guidelines for
monitoring and measuring
(English Translation)**

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Table of Contents

Preface
Introduction
1 Scope
2 Normative references
3 Terms and definitions
4 Customer satisfaction meaning
5 Customer Satisfaction Monitoring and Measurement Framework
6 Customer satisfaction monitoring and measurement planning
6.1 Determine the purpose and objectives
6.2 To determine the scope and frequency
6.3 Determine the implementation methods and responsibilities
6.4 Configuring Resources
7 Customer Satisfaction Surveillance and Measurement Activities
7.1 General
7.2 Identify customer expectations
7.3 Collect Customer Satisfaction Data
7.4 Analysis of customer satisfaction data
7.5 Provide feedback on improvements
7.6 Monitoring customer satisfaction

Foreword

This instructional document has been drafted in accordance with the rules given in GB/T 1.1-2009.

The guidance of technical documents and GB/T 19010-2008 "Quality Management Customer Satisfaction Guidelines for Organizational Behavior", GB/T 19012-2008 "Quality Management Customer Satisfaction Organization Handling Complaints" and GB/T 19013-2009 "Quality Management Customer Satisfaction Organization External Dispute Resolution Guide" together constitute the quality management organization for customer satisfaction process based on a series of national standards.

This guideline uses the translation method identical with ISO/T S10004.2010 "Quality Management Customer Satisfaction Monitoring and Measurement guide".

This Guidance Document is proposed and managed by the National Quality Management and Quality Assurance Standardization Technical Committee (SAC/TC151).

The drafting of the guidance of technical documents. China National Institute of Standardization, China Quality Certification Center, Haier Group.

0.1 General

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

Monitoring and Measuring Customer Satisfaction Information gained can help identify organizational improvement opportunities for strategy, product, process, and customer care features, Achieve organizational goals. These improvements enhance customer confidence and bring business benefits and other benefits to the organization.

This guidance document provides guidance to organizations in establishing effective monitoring and measurement of customer satisfaction processes.

0.2 and GB/T 19001-2008 relationship this Guidance Document is compatible with ISO 9001 and is intended to support its purpose by providing guidance on monitoring and measuring customer satisfaction.

This guideline technical document can help solve GB/T 19001-2008 customer satisfaction related terms, namely the following.

- a) GB/T 19001-20085.2 customer focus. "Top management should enhance customer satisfaction for the purpose of ensuring that customers the requirements have been confirmed and met. "
- b) GB/T 19001-20086.1b) Resource management. "The organization shall identify and provide the resources required to meet Customer requirements, enhance customer satisfaction. "
- c) Customer Satisfaction GB/T 19001-20088.2.1 "As a measure of the performance of a quality management system, the organization shall monitor the customer Information about whether or not an organization satisfies its own requirements and how to obtain and use this information. "
- d) GB/T 19001-20088.4 Data Analysis. "The organization shall determine, collect and analyze the appropriate data to substantiate the quality management body Suitability and effectiveness, and evaluate where the effectiveness of the quality management system can be continually improved. This should include coming from prison Visual and measurement results and other relevant sources. Data analysis should provide information on the following. Full customer meaning" this guidance document can also be used alone.

0.3 Relationship with ISO 9004:2009

This guidance document is also compatible with ISO 9004:2009, which provides guidelines for maintaining continued success and complements the following clauses.

--- ISO 9004.2009B.2 customer focus;

--- ISO 9004.20098.3.1 and 8.3.2, to determine the customer needs, expectations and satisfaction.

0.4 and GB/T 19010, GB/T 19012, GB/T 19013 relations GB/T 19010 contains the organization's code of conduct on customer satisfaction guidelines. This code of conduct can reduce the likelihood of problems occurring Elimination of customer complaints caused by complaints and controversy decline.

GB/T 19012 contains product-related complaints internal handling guidelines. The guide is maintained through effective and efficient resolution of complaints Customer satisfaction and customer loyalty.

GB/T 19013 contains guidance on resolving disputes over product-related complaints that can not be satisfactorily handled internally. GB/T 19013 can help to reduce dissatisfaction from customers who can not resolve the complaint.

GB/T 19010, GB/T 19012 and GB/T 19013 together to reduce customer dissatisfaction and increase customer satisfaction provide guidance. this Guidance to technical documents by providing customer satisfaction monitoring and measurement guidelines GB/T 19010, GB/T 19012 and GB/T 19013 supplement.

The information obtained helps to guide the organization in taking steps to maintain or enhance customer satisfaction.

Quality Management Customer Satisfaction Surveillance and measurement guides

1 Scope

This guidance document provides guidance for the identification and implementation of customer satisfaction monitoring and measurement processes.

This guidance document is intended to be applied to organizations of all types, sizes and offering different products. This guide is the main technical document to focus on the organization's external customers.

This Guidance Document is not intended to be used for certification or contract purposes nor does it intend to change the rights and obligations under applicable laws and regulations.

2 Normative references

The following documents for the application of this document is essential. For dated references, only the dated version applies to this article Pieces. For undated references, the latest edition (including all amendments) applies to this document.

GB/T 19000-2008 Quality Management System Fundamentals and Terminology (ISO 9000:2005, IDT)

3 Terms and definitions

GB/T 19000-2008 defined and the following terms and definitions apply to this document.

Product

The result of the process Notes 1. Products can be service, software, hardware or process materials.

Note 2: Modify the use of GB/T 19000-2008 defined in 3.4.2, the original definition of 3 note simplified into Note 1.

Customer

The organization or individual who accepts the product Examples. Consumers, principals, end users, retailers, beneficiaries and buyers.

Note 1: Customers may include the effects that may be provided by the organization's products and other parties that may affect the success of the organization.

Note 2: Customers can be internal or external to the organization. The focus of this guidance document is on external customers.

Note 3: Modify the definition of GB/T 19000-2008 defined in 3.3.5, the original definition of note expansion Note 1 and Note 2.

Customer satisfaction Customer requirements have been met the level of feeling Notes 1. Customer complaints are the most common expressions of low satisfaction, but not complaining does not necessarily mean that customers are satisfied.

Note 2: Even if the specified customer requirements meet the customer's wishes and are met, it may not necessarily ensure that the customer is satisfied.

[GB/T 19000-2008, definition 3.1.4] 3.4 Requirement Necessary or desirable, usually implied or required Note. Modify the definition of 3.1.2 GB/T 19000-2008, the original definition of the five note is deleted.