



COMPENDIUM OF INDIAN STANDARDS ON QUALITY MANAGEMENT SYSTEM RELATED TO CUSTOMER SATISFACTION

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Introduction to Quality Management System (QMS)

Bureau of Indian Standards has published number of standards on Quality Management System (QMS) related to customer satisfaction. Quality Management principles enable organizations to operate more efficiently, safely, and intelligently—ensuring customer satisfaction while maintaining a competitive edge. These standards are guideline standards except IS/ISO 9001 which is requirement standard.

A Quality Management System (QMS) provides a structured framework that enables organizations to take a holistic approach to achieving their objectives. It involves identifying goals, determining the necessary processes and resources, and aligning efforts to achieve the desired outcomes. The significance of a Quality Management System (QMS) for customer satisfaction lies in its ability to consistently deliver products and services that meet or exceed customer expectations. It also facilitates faster response to customer feedback and helps in addressing complaints effectively. This builds trust, strengthens relationships, and enhances customer loyalty—key factors in long-term business success. Ultimately, a well-implemented QMS turns quality into a competitive advantage that directly contributes to higher customer satisfaction.

The significance of a Quality Management System (QMS) for customer satisfaction lies in its ability to consistently deliver products and services that meet or exceed customer expectations. By standardizing processes, reducing errors, and focusing on continuous improvement, a QMS ensures reliability and quality in every customer interaction. It also facilitates faster response to customer feedback and helps in addressing complaints effectively. This builds trust, strengthens relationships, and enhances customer loyalty—key factors in long-term business success. Ultimately, a well-implemented QMS turns quality into a competitive advantage that directly contributes to higher customer satisfaction.

IS/ISO 9001 Quality Management Systems — Requirements

IS/ISO 9001 '*Quality Management Systems — Requirements*' specifies the requirements aimed at giving confidence in the products and services provided by an organization and thereby enhancing customer satisfaction. Its proper implementation can also be expected to bring other organizational benefits, such as improved internal communication, better understanding and control of the organization's processes.

It provides a framework for organizations to consistently meet customer and regulatory requirements while enhancing customer satisfaction. The standard is applicable to all organizations, regardless of size, type, or industry. It focuses on ensuring consistent quality in products and services.

IS/ISO 9004 Quality Management — Quality of an Organization — Guidance to Achieve Sustained Success

This standard gives guideline for enhancing an organization's ability to achieve sustained success. This document provides a self-assessment tool to review the extent to which the organization has adopted the concepts of QMS. The self-assessment tool helps an organization to evaluate the level of maturity of its quality management system. This document is applicable to any organization, regardless of its size, type and activity.

It includes the planning, implementation, analysis, evaluation and improvement of an effective and efficient management system. Factors affecting an organization's success continually emerge, evolve, and adapting to these changes is important for sustained success. Improvement and innovation also support sustained success.

IS/ISO 10001 Quality Management — Customer Satisfaction Guidelines for Codes of Conduct for Organizations

This standard provides guidance to an organization in determining that its customer satisfaction provisions meet customer needs and expectations. Its use can enhance customer confidence in an organization and improve customer understanding of what to expect from an organization, thereby reducing the likelihood of misunderstandings and complaints.

Maintaining a high level of customer satisfaction is a significant challenge for many organizations. One way of meeting this challenge is to place a customer satisfaction code of conduct. A customer satisfaction code of conduct consists of promises and related provisions that address issues such as product and service delivery, product returns, handling of personal information of customers, advertising and stipulations concerning particular product and service attributes or performance. It can also be part of an effective approach to complaints management.

IS/ISO 10002 Quality Management — Customer Satisfaction - Guidelines for Complaints Handling in Organizations

This standard provides guidance for organizations to plan, design, develop, operate, maintain and improve an effective and efficient complaints-handling process for all types of commercial or non-commercial activities, including those related to electronic commerce. It is intended to benefit an organization and its customers and other relevant interested parties. The information

obtained through the complaints-handling process can lead to improvements in products, services and processes and, if the complaints are properly handled, it can also improve the reputation of the organization.

An effective and efficient complaints-handling process reflects the needs and expectations of both the organizations which is supplying products and services and those who are the recipients of those products and services. The handling of complaints through a process as described in this document can enhance customer satisfaction. Encouraging customer feedback can offer opportunities to maintain customer loyalty and improve competitiveness.

IS/ISO 10003 Quality Management — Customer Satisfaction — Guidelines for Dispute Resolution External to Organizations

This standard provides guidance for organizations to plan, design, develop, operate, maintain and improve effective and efficient external dispute resolution for product- and service-related complaints. Dispute resolution gives an avenue of redress when organizations do not remedy a complaint internally. Most complaints can be resolved successfully within the organization, without the need for further time-consuming and more adversarial procedures.

The use of this standard can further enhance performance in resolving disputes with complainants and increase the satisfaction of customers, complainants and other relevant interested parties to facilitate the achievement of sustained success. It can also facilitate the continual improvement of the quality of products, services and processes based on feedback from customers, complainants and other relevant interested parties.

IS/ISO 10004 Quality Management — Customer Satisfaction Guidelines for Monitoring and Measuring

This standard provides guidance to the organization on establishing effective processes for monitoring and measuring customer satisfaction. The satisfaction of persons or organizations that could or do receive a product or a service from a public or a private organization is the focus of this standard. Such actions can strengthen customer loyalty and help retain customers.

It serves as a valuable resource for organizations aiming to foster a culture of continuous improvement and customer engagement. By adhering to these guidelines, organizations can enhance their understanding of customer satisfaction, ultimately leading to better service delivery and a stronger competitive advantage in the marketplace.

IS/ISO 10005 Quality Management — Guidelines for Quality Plans

This standard gives guidelines for establishing, reviewing, accepting, applying and revising quality plans. This document is applicable to quality plans for any intended output, whether a process, product, service, project or contract, and any type or size of organization. It is applicable whether or not the organization has a management system in conformity with ISO 9001. This document provides guidance and does not specify requirements. It is focused primarily on the provision of outputs and is not a guide to the planning of quality management system development.

This standard has been prepared to address the need for guidance on quality plans, either in the context of an established quality management system or as an independent management activity. In either case, quality plans provide a means of relating specific requirements of the process, product, service, project or contract to work methods and practices. Quality plans are

most effective when they are compatible with other associated plans.

IS/ISO 10008 Quality Management — Customer Satisfaction- Business to- Consumer Electronic Commerce Transactions — Guidelines

Electronic commerce offers the convenience of being able to research and select from a wide range of products and services, but consumers must usually do so without the benefit of face-to-face interactions. The related transactions can take place across international borders, sometimes without the consumer realizing this, and the levels of consumer protection can be different from those to which the consumer is accustomed. This document provides guidance to organizations for planning, designing, developing, implementing, maintaining and improving an effective and efficient system concerning business-to-consumer electronic commerce transactions (B2C ECTs).

IS/ISO 10010 Quality management — Guidance to understand, evaluate and improve organizational quality culture

The standard assists an organization in understanding, evaluating, and improving its quality culture to enhance organizational performance and to help achieve sustained success. This standard provides guidance on how to understand, determine, analyse, evaluate, implement, embed and sustain the desired quality culture consistent with the context of the organization. This document takes into account the fundamental concepts and quality management principles, with specific focus on people engagement and leadership.

The recommendations in this document are generic and are intended to be applicable to any organization, regardless of its size, industry, location, maturity or the products and services it provide.

The standard also specifies the role of leadership and people engagement in achieving a desired quality culture in the performance of the organization for customer and determination of risks and opportunities relevant to quality culture.