

Indian Standard

**GUIDELINES FOR MEASUREMENT OF
CUSTOMER SATISFACTION**

1 SCOPE

1.1 This standard provides guidelines to an organization to develop its processes for measuring customer satisfaction in all areas of interest to the customer and/or the organization which are generic, independent of any specific product, process, industry, or economic sector.

1.2 These guidelines cover objectives, provide elements of customer satisfaction measurement exercise, and suggest methods of evaluation.

2 REFERENCES

The following standards contain provisions which through reference in this text constitute provisions of this standard. At the time of publication, the editions indicated were valid. All standards are subject to revision and parties to agreements based on this standard are encouraged to investigate the possibility of applying the most recent editions of the standards indicated below:

<i>IS/ISO No.</i>	<i>Title</i>
9001 : 2000	Quality management systems —Requirements
9004 : 2000	Quality management systems —Guidelines for performance improvements
15280 : 2003	Quality function deployment