

Australian/New Zealand Standard™

**Quality management—Customer
satisfaction—Guidelines for codes of
conduct for organizations**



AS/NZS ISO 10001:2012

This Joint Australian/New Zealand Standard was prepared by Joint Technical Committee QR-008, Quality Management System. It was approved on behalf of the Council of Standards Australia on 31 January 2012 and on behalf of the Council of Standards New Zealand on 21 February 2012.
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PREFACE

This Standard was prepared by the Joint Standards Australia/Standards New Zealand Committee QR-008, Quality Management System.

The objective of this Standard is to adopt this important International Standard for use in Australia and New Zealand.

This Standard is identical with, and has been reproduced from ISO 10001:2007, *Quality management—Customer satisfaction—Guidelines for codes of conduct for organizations*.

As this Standard is reproduced from an International Standard, the following applies:

- (a) Its number appears on the cover and title page while the International Standard number appears only on the cover.
- (b) In the source text ‘this International Standard’ should read ‘this Australian/New Zealand’.
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References to International Standards should be replaced by references to Australian or Australian/New Zealand Standards, as follows:

<i>Reference to International Standard</i>	<i>Australian/New Zealand Standard</i>
ISO	AS/NZS ISO
9000 Quality management—Fundamentals and vocabulary	9000 Quality management—Fundamentals and vocabulary

The terms ‘normative’ and ‘informative’ have been used in this Standard to define the application of the annex to which they apply. A ‘normative’ annex is an integral part of a Standard, whereas an ‘informative’ annex is only for information and guidance.

CONTENTS

1	Scope	1
2	Normative references	1
3	Terms and definitions	1
4	Guiding principles	3
4.1	General	3
4.2	Commitment	3
4.3	Capacity	3
4.4	Visibility	3
4.5	Accessibility	3
4.6	Responsiveness	3
4.7	Accuracy	3
4.8	Accountability	3
4.9	Continual improvement	3
5	Code framework	3
5.1	Establishment	3
5.2	Integration	4
6	Planning, design and development	4
6.1	Determine code objectives	4
6.2	Gather and assess information	4
6.3	Obtain and assess input from relevant interested parties	4
6.4	Prepare code	4
6.5	Prepare performance indicators	5
6.6	Prepare code procedures	5
6.7	Prepare internal and external communication plan	5
6.8	Determine resources needed	5
7	Implementation	6
8	Maintenance and improvement	6
8.1	Collection of information	6
8.2	Evaluation of code performance	6
8.3	Satisfaction with the code	7
8.4	Review of the code and code framework	7
8.5	Continual improvement	7
	Annex A (informative) Simplified examples of components of codes for different organizations	8
	Annex B (informative) Inter-relationship of ISO 10001, ISO 10002 and ISO 10003	9
	Annex C (informative) Guidance for small businesses	10
	Annex D (normative) Guidance on accessibility	11
	Annex E (normative) Guidance on input from interested parties	12
	Annex F (informative) Code framework	13
	Annex G (informative) Guidance on adopting a code provided by another organization	14
	Annex H (normative) Guidance on preparing the code	15
	Annex I (normative) Guidance on preparing communication plans	16
	Bibliography	18

INTRODUCTION

0.1 General

Maintaining a high level of customer satisfaction is a significant challenge for many organizations. One way of meeting this challenge is to put in place and use a customer satisfaction code of conduct. A customer satisfaction code of conduct consists of promises and related provisions that address issues such as product delivery, product returns, handling of personal information of customers, advertising and stipulations concerning particular attributes of a product or its performance (see Annex A for examples). A customer satisfaction code of conduct can be part of an effective approach to complaints management. This involves:

- a) complaints prevention, by making use of an appropriate customer satisfaction code of conduct;
- b) internal complaints handling, for instances when expressions of dissatisfaction are received;
- c) external dispute resolution, for situations in which complaints cannot be satisfactorily dealt with internally.

This International Standard provides guidance to assist an organization in determining that its customer satisfaction code provisions meet customer needs and expectations, and that the customer satisfaction code is accurate and not misleading. Its use can:

- enhance fair trade practices and customer confidence in an organization;
- improve customer understanding of what to expect from an organization in terms of its products and relations with customers, thereby reducing the likelihood of misunderstandings and complaints;
- potentially decrease the need for new regulations governing an organization's conduct towards its customers.

0.2 Relationship with ISO 9001 and ISO 9004

This International Standard is compatible with ISO 9001 and ISO 9004 and supports the objectives of these two standards through the effective and efficient application of a process to develop and implement a code of conduct related to customer satisfaction. This International Standard can also be used independently of ISO 9001 and ISO 9004.

ISO 9001 specifies requirements for a quality management system that can be used for internal application by organizations, or for certification, or for contractual purposes. A customer satisfaction code of conduct implemented in accordance with this International Standard (ISO 10001) can be an element of a quality management system. This International Standard is not intended for certification or for contractual purposes.

ISO 9004 provides guidance on continual improvement of performance regarding quality management systems. This International Standard (ISO 10001) can further enhance performance regarding codes of conduct, as well as increase the satisfaction of customers and other interested parties. It can also facilitate the continual improvement of the quality of products and processes based on feedback from customers and other interested parties.

NOTE Apart from customers, other interested parties can include suppliers, industry associations and their members, consumer organizations, relevant government agencies, personnel, owners and others who are affected by an organization's customer satisfaction code of conduct.

0.3 Relationship with ISO 10002 and ISO 10003

This International Standard is compatible with ISO 10002 and ISO 10003. These three standards can be used either independently or in conjunction with each other. When used together, this International Standard, ISO 10002, and ISO 10003 can be part of a broader and integrated framework for enhanced customer satisfaction through codes of conduct, complaints handling and dispute resolution (see Annex B).

ISO 10002 contains guidance on the internal handling of product-related complaints. By fulfilling the promises given in a customer satisfaction code of conduct, organizations decrease the likelihood of problems arising because there is less potential for confusion regarding customer expectations concerning the organization and its products.

ISO 10003 contains guidance on the resolution of disputes regarding product-related complaints that could not be satisfactorily resolved internally. When disputes do arise, the existence of a customer satisfaction code of conduct can assist the parties in understanding customer expectations and the organization's attempts to meet those expectations.

0.4 Statements regarding conformity

This International Standard is designed to be used solely as a guidance document. Where all applicable guidance provided in this International Standard has been implemented, statements that a customer satisfaction code of conduct is planned, designed, developed, implemented, maintained and improved based on that guidance can be made.

However, any statements claiming or implying conformity to this International Standard are inconsistent with this International Standard, and it is therefore inappropriate to make such statements.

NOTE Statements claiming or implying conformity to this International Standard are thus inappropriate in any promotional and communication material, such as press releases, advertisements, marketing brochures, videos, staff announcements, logos, slogans and catch lines for diverse media, ranging from print and broadcasting to Internet and multi-media applications, to product labels, signs and banners.

AUSTRALIAN/NEW ZEALAND STANDARD

Quality management—Customer satisfaction—Guidelines for codes of conduct for organizations**1 Scope**

This International Standard provides guidance for planning, designing, developing, implementing, maintaining and improving customer satisfaction codes of conduct. This International Standard is applicable to product-related codes containing promises made to customers by an organization concerning its behaviour. Such promises and related provisions are aimed at enhanced customer satisfaction. Annex A provides simplified examples of components of codes for different organizations.

NOTE 1 Throughout this International Standard, the term “product” encompasses services, software, hardware and processed materials.

NOTE 2 In this International Standard, the term “product” applies only to the product intended for, or required by, a customer.

This International Standard is intended for use by organizations regardless of type, size and product provided, including organizations that design customer satisfaction codes of conduct for use by other organizations. Annex C gives guidance specifically for small businesses.

This International Standard does not prescribe the substantive content of customer satisfaction codes of conduct, nor does it address other types of codes of conduct, such as those that relate to the interaction between an organization and its personnel, or between an organization and its suppliers.

This International Standard is not intended for certification or for contractual purposes, and it is not intended to change any rights or obligations provided by applicable statutory and regulatory requirements.

NOTE 3 While this International Standard is not intended for contractual purposes, customer satisfaction codes of conduct promises can be included in an organization’s contracts.

NOTE 4 This International Standard is aimed at customer satisfaction codes of conduct concerning individual customers purchasing or using goods, property or services for personal or household purposes, although it is applicable to all customer satisfaction codes of conduct.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 9000:2005, *Quality management systems — Fundamentals and vocabulary*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 9000:2005 and the following apply.