

(PREVIEW)

## *Indian 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*