



# Understand ISO 10002 Customer Satisfaction and Complaints Handling and its Benefits

ISO 10002 delivers guidance on the procedure of complaints handling associated to products within an organization, with planning, design, operation, maintenance, and enhancement. The complaints-handling process defined is appropriate for use as one of the procedures of an overall quality management system. **ISO 10002 standard** is not appropriate to disputes referred for resolution outside the organization or for employment-related disputes. It is also planned for use by organizations of all sizes and in all sectors. ISO 10002 addresses the following features of complaints handling:

- Increase consumer satisfaction by making a customer-focused environment that is open to feedback, resolving any complaints received, and increasing the organization's capability to improve its product and consumer service.
- Top management contribution and commitment through suitable acquisition and deployment of resources, with personnel training.
- Recognizing and addressing the requirements and expectations of complainants.
- Providing complainants with an open, operative, and easy-to-use complaints process.
- Analysing and evaluating complaints in order to enhance the product and consumer service quality.
- Auditing of the complaints-handling process.
- Reviewing the efficiency of the complaints-handling process.

Consumer disappointment can damage business. According to current research, an average of 25 out of 26 unhappy anonymous consumers will subsequently drive away 1,560 of their friends from business. Smart management will find ways to distinguish themselves from competitors, define customer service standards, and deliver an effective complaint handling system for their consumers. Complaint management is challenging as there is not always a concrete solution to the problem. Success depends on how well understand the complaint, how it is handled and if the consumer is happy with the solution. ISO 10002 for Quality Management: Customer Satisfaction - Guideline for Complaint Handling in Organizations is a brilliant customer service certificate and acts as a 'true-to-life' manual designed expressly for this purpose.

To achieve ISO 10002:2018 certification, organizations can take help from ISO 10002 Consultant who has rich experience in the field of implementation of this ISO 10002 standard. [ISO 10002 consultant](#) is able to take a wealth of experience from working with a wide range

of organizations. They will work to deliver a working system that is tailored to organization's requirements and prepare for ISO 10002:2018 audit.

A complaint is an expression of disappointment made to an organization, associated to its products, or the complaints handling procedure itself, where a response is explicitly or implicitly expected. ISO 10002 is appropriate to any organization that wishes to exceed consumer expectations, a basic requirement for businesses of all types and sizes, whether they're in the private, public or voluntary sectors.

**Benefits of ISO 10002 Customer satisfaction and complaints handling:**

**Customer Confidence:** By implementing the ISO 10002 management system, the ability to retain the loyalty of customers is improved. Consumers feel assured of a commitment to the resolution & redressal of any of their queries or complaints.

**Improved Efficiency:** Implementation and **ISO 10002 certification** confirms a constant process to handle customers, which allows to identify causes and eliminate the causes of complaints, as well as improve the organization's operations.

**Better Relationship:** The system helps to approve a customer-focused approach to handle, analysis and review complaints and inspires personnel to enhance their skills & behavior in working with consumers.

**Constant Improvement:** It delivers a basis for continual improvement and analysis of the complaints-handling process, and redressal of complaints with enhancements to be made.

**Transparent System:** Deliver complainants with an open, effective, and easy-to-use complaints process.

**Auditable System:** The complaint management system is auditable, thus auditing the complaints-handling process gives accuracy to the system compliance.

**Synchronization:** It is established as guidance for an organization's complaints handling procedure. It can be used alone or in conjunction with ISO 9001- Quality Management System of Organization.

**Management System:** This is a management system; so, all elements of the management system are inherited in the complaint management system compliant with ISO 10002, reviewing the effectiveness of the complaints-handling process.

**Customer Satisfaction:** Improve customer satisfaction by generating a consumer-focused environment that is open to feedback, resolving any complaints, and enhancing the organization's ability to enhance its product and consumer service.

**Management Focus:** Management assurance through adequate acquisition and deployment of resources, with personnel training.

**Brand Improvement: ISO 10002 Certified** complaint management system demonstrates to consumers & other stakeholders that recognizing and addressing the needs and expectations of complainants, and have processes in place to handle, analyze and review complaints to enhance the product and consumer service quality.

**Credibility:** Effective complaint Management system helps to confirm defined responsibilities & procedures to handle & review complaints are in place.