

ISO 10004

Customer Satisfaction Management System



Customer satisfaction - Guidelines for monitoring and measuring

ISO 10004 provides guidance in defining and implementing processes to monitor and measure customer satisfaction.

In order to pursue this goal the organization should:

- identify customer expectations;
- gather customer satisfaction data;
- analyze customer satisfaction data;
- provide feedback for improvement of customer satisfaction;
- Monitor customer satisfaction on-going.

The purpose and objectives influence what, when, how and from whom the data is gathered. They also influence how the data is analyzed and how the information is ultimately to be used.

The international standard series ISO 10000 can be used by any organizations no matter what type, size or product. The focus is on customers outside of the organization, not suppliers or its personnel.

Alliance Offers a Fair Approach

THE INDUSTRY STANDARD FOR
EXCELLENCE



KEY BENEFITS

- obtain information on new expectation
- resolving complaints to the satisfaction of the complainant and the organization
- identify trends and therewith eliminate causes of complaints
- customer-focused approach to resolving complaints
- encourage personnel to improve their skills in working with customers
- basis for continual review and analysis of the complaints-handling process

We look forward to success you
in the world!

Alliance Registrar-ARC

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Certification

PROCESS

- Contract Signature
- Signed Application
- Document Review
- Certification/Registration Audit
- Certification
- Surveillance Audits



ABOUT US-ALLIANCE REGISTRAR

Alliance International Strategic Registrar's goal is to provide the highest Management Systems assessment, so that our Clients are recognized as the industry standard for excellence. We will distinguish ourselves through dedication toward improving our Client's Management Systems.

We understand the importance of impartiality and conflict of interest to ensure objectivity of our Certification activities. We will foster developmental relationships with the Clients we serve to achieve Client satisfaction. Our logo shall be perceived as a symbol of Quality and Excellence.

Alliance is an internationally accredited

Management System Registrar offering a comprehensive suite of services to those organizations wishing to achieve registration.

Alliance has been built on decades of collective experience within the manufacturing and non-manufacturing industries. Our senior staff played a major role in developing the content of the Quality System Requirements and piloting the first Quality System Requirement witness audit, setting the standard by which the industry is measured.

OUR POLICY is to provide exceptional levels of customer service combined with common sense interpretations of the Standards you wish to achieve. Based on



our extensive background within the quality industry we have developed a "thorough but fair" assessment approach to the registration process. This approach, welcomed by our clients, has developed a good Improvement Partnership and earned Alliance an enviable reputation within our industry. Business leaders have put the dedication and experience of Alliance personnel to work for them and you can too

We also believe registration should be used as a development tool for your organization. Registration is only the beginning of improving your overall business. We will help by identifying opportunities for you to continue to develop your business processes to ensure not only conformance to the intent of the Standard but improvement in all aspects of the company

The logo of Alliance/ARC is the degree of public confidence and trust, which is established by customer focus, the integrity of its leadership, operating principles as well as impartial and competent assessments.

During a recent survey of ISO registrar performance, Alliance/ ARC was ranked among the top in overall customer service.

