8.2.1 Customer satisfaction

ISO 9001:2008 requires an organisation to monitor information that relates to customer perception to determine if customer requirements have been met, but the standard does not specify how this should be achieved.

### How do I monitor customer satisfaction?

Determine and appropriate methods for monitoring and measuring customer perception data by:

* Using customer satisfaction surveys
* Implementing a complaints handling process
* Implementing processes to monitor trends in customer data
* Implementing processes for reviewing customer data

If any of these measures are showing poor results, or a downward trend, they should become priority Quality objectives 5.4.1.

### Should I document our customer satisfaction process?

It is not a mandatory requirement to document your customer satisfaction process. However, you should always look to adequately define and control any operational processes that directly impact upon product quality. Therefore, the implementation of a customer satisfaction procedure will be appropriate to the majority of businesses where such activities are undertaken.

### How's best to document my customer satisfaction process?

Develop and implement a procedure that defines the responsibilities for:

* Undertaking customer satisfaction surveys
* Dealing with customer feedback
* Reviewing and analysing customer data
* Dealing with returns and warranty claims

### Measuring Customer Satisfaction Process effectiveness

The effectiveness of the customer satisfaction process is often determined by looking for evidence that the organisation is able to consistently provide products that conform to customer requirements as well as legal and regulatory requirements. Further to this, evidence of continual improvement is sought in order to determine how the organisation enhances customer satisfaction.