



Complaints Management

BSI provides assurance, assessment, certification, and training services for ISO 10002

A Complaint is an expression of dissatisfaction made to an organization, related to its products, or the complaints handling process itself, where a response or resolution is explicitly or implicitly expected

Definition taken from ISO 10002

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Overview

It costs an organization at least four times as much to recruit a new customer as to maintain an existing one. Organizations that regularly lose customers often struggle to repair their damaged reputations. In today's competitive environment, product service innovations are re-defining accepted levels of performance. An effective complaints management system is a crucial requirement for your business to be successful when managing your customers' needs and protecting your brand.

The Customer Satisfaction standard ISO 10002 – the guideline standard for implementing a Complaints Management

System can help your organization identify, manage and understand how successfully you deal with your customer's complaints. The standard specifies the key requirements for handling customer complaints successfully and includes complaints management controls to help you address customer dissatisfaction within your business.

Who is it for?

ISO 10002 is relevant to all those organizations who wish to exceed customer expectations; a basic requirement of organizations of all types, in the private, public or voluntary sectors.

Using ISO 10002 can resolve complaints in a consistent, systematic and responsive manner to the satisfaction of the complainant and the organization.

ISO 10002 Customer Satisfaction, Complaints

Features and Benefits

Customer retention

By adopting a complaints management system, your ability to retain the loyalty of your customers will be enhanced. Your customers will feel confident of your commitment to them and swift resolution of any concerns that they may raise.

Brand reputation

Implementing and certifying your complaints management system demonstrates to stakeholders that you have a real commitment to managing customer care issues and you have processes in place to handle, analyze and review complaints.

Operational efficiencies

Implementation and certification ensures a consistent approach to handling customer queries enabling you to identify trends and eliminate causes of complaints, together with improving the organization's operations.

Improves internal communications and relations

Implementation and certification helps organizations to adopt a customer-focused approach to resolving complaints, and encourage personnel to improve their skills in working with customers.

Flexible

The standard is compatible with ISO 9001 allowing you to add value and efficiency to your organization. Annex A, also provides guidance specifically for small businesses.

Continual Improvement

The standard provides a basis for continual review and analysis of the complaints-handling process, the resolution of complaints, and where improvements can be made.

How can we help?

As the founders of the first complaints management system standard BS 8600:1999, the forerunner to ISO 10002, we have an in-depth knowledge of the standard. Our experience enables us to maximize the benefits of your complaints management system to ensure we can help you turn customer complaints into a competitive advantage.

Assessment & Certification

Compliance to ISO 10002 is achieved through an independently verified, formal certification scheme. Our assessment capabilities are globally recognized for providing a value added service. Our assessors are highly qualified, full-time professionals with relevant sector experience.

Training

Whether you are seeking to implement a complaints management system based on ISO 10002 or would like to increase your general awareness of the standard, there are a range of workshops, seminars and training courses available. Contact your local training representative for detailed information on training courses for this standard or visit <http://www.bsigroup.ae/training>

Standards and Publications

We have free guidance available on how to implement and become certified to ISO 10002 on our website. You can also review and buy a copy of ISO 10002 directly online from us at www.bsi-global.com

Entropy Software

BSI's web-based management system software solution is used by leading organisations at over 14,000 sites around the world to improve their business performance and manage their risks. For further information please visit <http://www.bsigroup.ae/Entropy>

Next steps

Contact us about your needs and we can arrange the services that suit you best. If you would like to know how close you are to certification we can conduct a gap analysis. If you want to customize your assessment to your organization's needs we have a premium assessment option called Complaints Benchmark – that can score your performance to help you measure where you are now and where you want to be.

BSI SERVICES SUMMARY

- Information and guidance
- Standards and publications
- Tailored customer events
- Training – public and in-company and e'learning
- Management systems – gap analysis, second party audits, assessment, certification and continual assessment
- Software reporting solutions
- Business improvement tools

For further information on BSI'S Complaints Management System services visit www.bsigroup.ae/complaints



Contact us to find out how BSI can help your business make excellence a habit



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