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**Quality management—
Customer satisfaction—
Guidelines for codes of conduct
for organizations**

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Contents

	Page
Introduction.....	1
0.1 General.....	1
0.2 Relationship with JIS Q 9001 and JIS Q 9004	1
0.3 Relationship with JIS Q 10002 and JIS Q 10003	2
0.4 Statements regarding conformity.....	2
1 Scope.....	3
2 Normative reference	3
3 Terms and definitions	4
4 Guiding principles	5
4.1 General.....	5
4.2 Commitment.....	5
4.3 Capacity	5
4.4 Visibility	5
4.5 Accessibility.....	5
4.6 Responsiveness	5
4.7 Accuracy.....	5
4.8 Accountability	5
4.9 Continual improvement.....	6
5 Code framework	6
5.1 Establishment	6
5.2 Integration with other management systems	6
6 Planning, design and development	6
6.1 Determine code objectives	6
6.2 Gather and assess information	6
6.3 Obtain and assess input from relevant interested parties	7
6.4 Prepare code.....	7
6.5 Prepare performance indicators	7
6.6 Prepare code procedures.....	7
6.7 Prepare internal and external communication plan	8
6.8 Determine resources needed	8
7 Implementation	8
8 Maintenance and improvement	8
8.1 Collection of information	8
8.2 Evaluation of code performance	9
8.3 Satisfaction degree with the code	9
8.4 Review of the code and code framework	9

8.5	Continual improvement	10
Annex A (informative)	Simplified examples of components of codes for different organizations	11
Annex B (informative)	Inter-relationship of JIS Q 10001, JIS Q 10002 and JIS Q 10003	12
Annex C (informative)	Guidance for small businesses	13
Annex D (normative)	Guidance on accessibility	14
Annex E (normative)	Guidance on input from interested parties	15
Annex F (informative)	Code framework	16
Annex G (informative)	Guidance on adopting a code provided by another organization	17
Annex H (normative)	Guidance on preparing the code	18
Annex I (normative)	Guidance on preparing communication plans	19

Foreword

This translation has been made based on the original Japanese Industrial Standard revised by the Minister of Economy, Trade and Industry through deliberations at the Japanese Industrial Standards Committee in accordance with the Industrial Standardization Law.

This **JIS** document is protected by the Copyright Law.

Attention is drawn to the possibility that some parts of this Standard may conflict with a patent right, application for a patent after opening to the public, utility model right or application for registration of utility model after opening to the public which have technical properties. The relevant Minister and the Japanese Industrial Standards Committee are not responsible for identifying the patent right, application for a patent after opening to the public, utility model right or application for registration of utility model after opening to the public which have the said technical properties.

Quality management— Customer satisfaction— Guidelines for codes of conduct for organizations

Introduction

This Japanese Industrial Standard has been prepared based on the first edition of **ISO 10001** published in 2007 without modifying the technical contents.

The portions underlined with dots are the matters not stated in the original International Standard.

0.1 General

Maintaining a high level of customer satisfaction is a significant challenge for many organizations. One way of meeting this challenge is to put in place and use a customer satisfaction code of conduct. A customer satisfaction code of conduct consists of promises and related provisions that address issues such as product delivery (including provision of services), product returns, handling of personal information of customers, advertising and stipulations concerning particular attributes of a product or its performance (see Annex A for examples). A customer satisfaction code of conduct can be part of an effective approach to complaints management. This involves:

- a) complaints prevention, by making use of an appropriate customer satisfaction code of conduct;
- b) internal complaints handling, for instances when expressions of dissatisfaction are received;
- c) external dispute resolution, for situations in which complaints cannot be satisfactorily dealt with internally.

This Standard provides guidance to assist an organization in determining that its customer satisfaction code provisions meet customer needs and expectations, and that the customer satisfaction code is accurate and not misleading. Its use can:

- enhance fair trade practices and customer confidence in an organization;
- improve customer understanding of what to expect from an organization in terms of its products and relations with customers, thereby reducing the likelihood of misunderstandings and complaints;
- potentially decrease the need for new regulations governing an organization's conduct towards its customers.

0.2 Relationship with JIS Q 9001 and JIS Q 9004

This Standard is compatible with **JIS Q 9001** and **JIS Q 9004** and supports the objectives of these two standards through the effective and efficient application of a process to develop and implement a code of conduct related to customer satisfaction. This Standard can also be used independently of **JIS Q 9001** and **JIS Q 9004**.

JIS Q 9001 specifies requirements for a quality management system that can be used for internal application by organizations, or for certification, or for contractual purposes. A customer satisfaction code of conduct implemented in accordance with this Standard (**JIS Q 10001**) can be an element of a quality management system. This Standard is not intended for certification or for contractual purposes.

JIS Q 9004 provides guidance on continual improvement of performance regarding quality management system. This Standard (**JIS Q 10001**) can further enhance performance regarding codes of conduct, as well as increase the satisfaction of customers and other interested parties. It can also facilitate the continual improvement of the quality of products and processes based on feedback from customers and other interested parties.

NOTE : Apart from customers, other interested parties can include suppliers, industry associations and their members, consumer organizations, relevant government agencies, personnel, owners and others who are affected by an organization's customer satisfaction code of conduct.

0.3 Relationship with JIS Q 10002 and JIS Q 10003

This Standard is compatible with **JIS Q 10002** and **JIS Q 10003**. These three standards can be used either independently or in conjunction with each other. When used together, this Standard, **JIS Q 10002**, and **JIS Q 10003** can be part of a broader and integrated framework for enhanced customer satisfaction through codes of conduct, complaints handling and dispute resolution (see Annex B).

JIS Q 10002 contains guidance on the internal handling of product-related complaints. By fulfilling the promises given in a customer satisfaction code of conduct, organizations decrease the likelihood of problems arising because there is less potential for confusion regarding customer expectations concerning the organization and its products.

JIS Q 10003 contains guidance on the resolution of disputes regarding product-related complaints that could not be satisfactorily resolved internally. When disputes do arise, the existence of a customer satisfaction code of conduct can assist the parties in understanding customer expectations and the organization's attempts to meet those expectations.

0.4 Statements regarding conformity

This Standard is designed to be used solely as a guidance document. Where all applicable guidance provided in this Standard has been implemented, statements that a customer satisfaction code of conduct is planned, designed, developed, implemented, maintained and improved based on that guidance can be made.

However, any statements claiming or implying conformity to this Standard are inconsistent with the intent of this Standard, and it is therefore inappropriate to make such statements.

NOTE : Statements claiming or implying conformity to this Standard are thus inappropriate in any promotional and communication material, such as press releases, advertisements, marketing brochures, videos, staff announcements, logos, slogans and catch lines for diverse media, ranging from print and broadcasting to internet and multi-media applications, to product labels, signs and banners.

1 Scope

This Standard provides guidance for planning, designing, developing, implementing, maintaining and improving customer satisfaction codes of conduct. This 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 Standard, the term “product” encompasses services, software, hardware and processed materials.

NOTE 2 In this Standard, the term “product” applies only to the product intended for, or required by, a customer.

This 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 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 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 Standard is not intended for contractual purposes, customer satisfaction codes of conduct promises can be included in an organization’s contracts.

NOTE 4 This 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.

NOTE 5 The International Standard corresponding to this Standard and the symbol of degree of correspondence are as follows:

ISO 10001:2007 *Quality management—Customer satisfaction—Guidelines for codes of conduct for organizations* (IDT)

The symbols which denote the degree of correspondence in the contents between the relevant International Standard and **JIS** are IDT (identical), MOD (modified), and NEQ (not equivalent) according to **ISO/IEC Guide 21-1**.

2 Normative reference

The following standard contains provisions which, through reference in this text, constitutes provisions of this Standard. The most recent edition of the standard (including amendments) indicated below shall be applied.

JIS Q 9000:2006 *Quality management systems—Fundamentals and vocabulary*