



CUSTOMER FOCUS APPROACH TO QUALITY

WHAT DOES IT MEAN?

To understand current and future needs, meet requirements, and strive to exceed customer expectations.

HOW IS IT APPLIED?

Actively listening to the customer

Measure their satisfaction on a regular basis

Linking organizational objectives to the customer

Adapting to changes in the market

Effectively resolving complaints

Designing products and services with the end-user in mind

BENEFITS OF APPLYING IT



Increase in customer loyalty and retention

Competitive advantage in the market

Continuous improvement of products, services and processes

Reduction of errors and reworks

Increase in revenue and market share



Analysis of
complaints and claims



Satisfaction
surveys

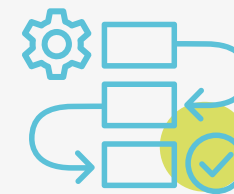


Customer
experience
indicators

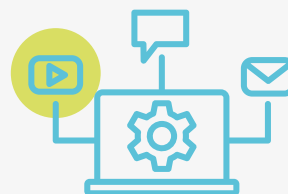
TOOLS



Review and
continuous
improvement
of processes



Customer
journey
mapping



Social listening

HOW DOES ISO 9001 HELP MAINTAIN THIS APPROACH?

Clause 4:

Understanding the needs and expectations of stakeholders

Clause 5:

Customer focus from senior management

Clause 8:

Communication with the customer and determination of requirements

Clause 9:

Tracking and Measuring Customer Satisfaction

Clause 10:

Improvement through the handling of non-conformities and complaints

Survey: International Organization for Standardization (ISO).
Quality management principles. Geneva. Switzerland.



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