



**ISO 10002 GUIDELINES FOR COMPLAINT  
HANDLING IN ORGANISATIONS**  
**AUDITS & CERTIFICATION**

# HOW CAN YOU TURN COMPLAINTS INTO IMPROVEMENT OPPORTUNITIES?

## ISO 10002 AUDITS & CERTIFICATION FROM SGS

Unhappy customers can damage your business. A study<sup>1</sup> has found that that, while 96% of consumers generally do not complain, a dissatisfied consumer is likely to tell twice as many people about their bad experience than about a good experience. If your clients are unhappy with your products or services, is it in your best interest that they tell you (“complain”) rather than their friends (“bad-mouthing”). Complaint management is not about reducing the number of complaints, but about leveraging the information obtained from a complaint and turning it into an opportunity for improvement. Smart management will allow you to define customer service standards and deliver an effective complaint handling system for your customers, which will help to differentiate your service from competitors.

### ABOUT ISO 10002

Complaint management is challenging as there is not always a concrete solution to the problem. Success depends on how well you understand the complaint, how it is handled and if the customer is happy with the solution offered. ISO 10002 for Quality Management: Customer Satisfaction – Guideline for Complaint Handling in Organisations is an excellent customer service standard and ensures that your organisation will effectively receive, manage and resolve customer complaints.

### THE BENEFITS

Assessment against ISO 10002 will provide you with a high-quality and

reliable complaints management system, incorporating the following characteristics:

- Visibility;
- Accessibility;
- Responsiveness;
- Objectivity;
- Charges;
- Confidentiality;
- Customer-focused approach;
- Accountability; and
- Continual Improvement.

SGS can either conduct a gap assessment of your management system against the requirements of ISO 10002 or take you through the full certification process.

### HOW DOES THE CERTIFICATION PROCESS WORK?

The ISO 10002 certification process consists of six steps:

- Step A – SGS provides you with a proposal based on the size and nature of your organisation. You can then proceed with the audit by accepting the proposal.
- Step B – You may ask SGS to perform a ‘pre-audit’ to give an indication of the readiness of your organisation for the audit. This stage is optional, yet it is often found useful in identifying any weaknesses in your systems and in building confidence before the formal audit.
- Step C – The first part of the formal audit is the ‘Stage 1 – Readiness Review’. This lets us evaluate the compliance of your documented system with the requirements of the standard to better understand the nature of your organisation, to plan the rest of the audit as effectively as possible and to initially examine key elements of the system. You

will receive a report after this stage identifying any concerns or observed non-compliances so that you can take immediate action if required.

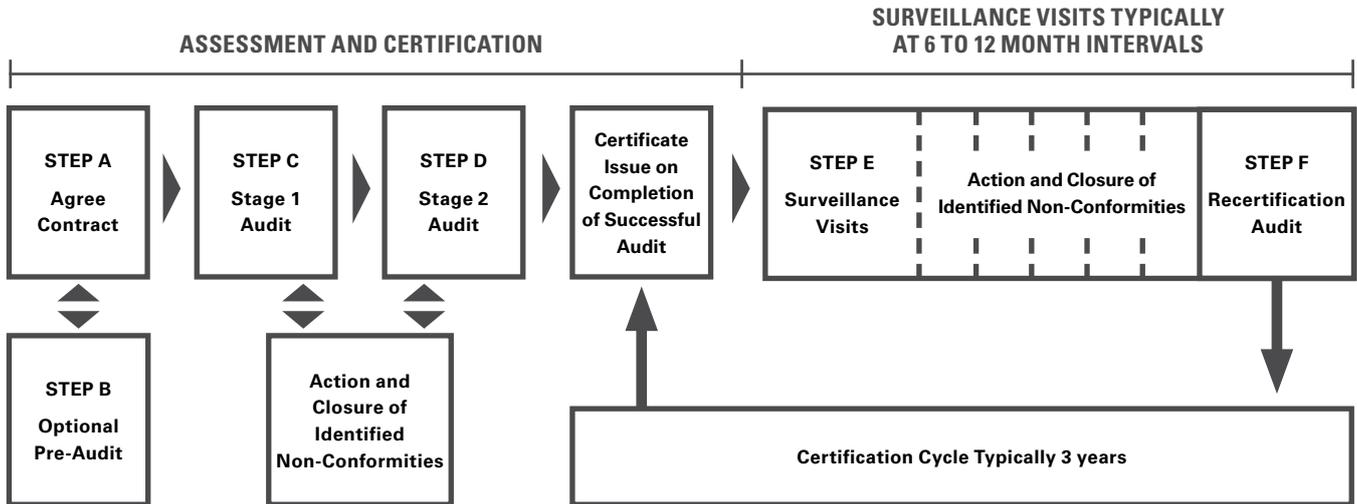
- Step D – This is ‘Stage 2’ of the initial audit process. The audit includes interviews with you and your colleagues and examination of records. Observation of your working practices determines how compliant your actual processes are with the standard and with your own documentation system. At the end of this stage, we will present the findings of the audit classified as either major or minor non-conformances along with other observations and opportunities for improvement. Once you have addressed the non-conformities, a technical review of the audit will then be conducted by an authorised SGS Certification Manager to confirm the issuance of a certificate.
- Step E – Our surveillance visits will be scheduled at either six or twelve month intervals depending on the contract. During the visits, we review the implementation of the action plan addressing the past non-conformities and examine certain mandatory and other selected parts of the system in line with an audit plan that we provide you before each visit.
- Step F – Shortly before the third anniversary of the initial certification, our routine visit will be extended to enable a re-certification audit. Surveillance visits will then continue, as before, on a 3-year cycle.

### ISO 10002 RELATED TRAINING

We offer a wide variety of training courses for all levels of ability and awareness. Our ISO 10002 Foundation Training is designed to provide any organisation with the fundamentals of the ISO 10002 requirements.

<sup>1</sup> TARP. Basic Facts on Customer Complaints Behaviour and the Impact of Service on the Bottom Line. Competitive Advantage June 1999, p. 1-4.

## ISO 10002 CERTIFICATION PROCESS



Please contact your local SGS representative for your ISO 10002 training needs.

### OTHER SERVICES RELATED TO ISO 10002

SGS is also known for its solutions against other needs related to the management and improvement of customer satisfaction:

- Quality Management Systems: audit and certification against ISO 9001 to demonstrate your commitment to service quality and customer satisfaction, as well as continuously improving your quality management systems;
- Integrated Management Systems: your quality management systems can be audited and certified simultaneously with other management systems which you have implemented;
- Audit solutions against additional, bespoke quality performance criteria: SGS can help develop the performance criteria and the checklist or simply check performance against existing measures, also those related to service quality; and
- Process Improvement solutions leveraging techniques, such as Lean or 5S.

### WHY SGS?

SGS is the world's leading inspection, verification, testing and certification company. Recognised as the global benchmark for quality and integrity, we employ over 59 000 people and operate a network of more than 1 000 offices and laboratories around the world. We are constantly looking beyond customers' and society's expectations in order to deliver market leading services wherever they are needed.

Partnering with SGS opens the door to better performing processes, increasingly skilful talent, consistent and compliant supply chains and more sustainable customer relationships delivering profitable competitive advantage. Work with the global leader and take your commitment to the next level.

We have a history of undertaking and successfully executing large-scale, complex international projects. With a presence in every single region around the globe, our people speak the language and understand the culture of the local market and operate globally in a consistent, reliable and effective manner. SGS is the global pioneer in service certification.

**TO LEARN HOW SGS CAN HELP YOU EXCEED CUSTOMER EXPECTATIONS, VISIT [WWW.SGS.COM/ISO10002](http://WWW.SGS.COM/ISO10002) OR CONTACT [CERTIFICATION@SGS.COM](mailto:CERTIFICATION@SGS.COM) FOR MORE INFORMATION.**

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