



Customer Satisfaction Measurement for ISO 9000: 2000

Bill Self, Greg Roche

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For the first time, the ISO 9000 quality management standard requires that registered companies measure customer satisfaction.

Many customer surveys produce misleading results due to poor questionnaire design, inappropriate data collection methods and invalid statistic analysis.

Customer Satisfaction Measurement for ISO 9000 explains in a clear and simple manner how to conduct a professional customer satisfaction survey that will produce a reliable result - as well as being consistent with the requirements of ISO 9001:2000. Each step of the customer satisfaction measurement process is explained sequentially and each is linked to appropriate clauses in the ISO 9001:2000 statement.

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