

# ISO 10002

## Customer Complaint Management System



## Guidelines for complaints handling

Customer dissatisfaction can damage your business. According to recent research, an average of 25 out of 26 unhappy anonymous customers will subsequently drive away 1,560 of their friends from your business. Smart management will find ways to differentiate themselves from competitors, define customer service standards, and deliver an effective complaint handling system for their customers.

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. A new release of ISO 10002 for Quality Management: Customer Satisfaction - Guideline for Complaint Handling in Organizations is an excellent customer service certificate and acts as a 'true-to-life' manual designed expressly for this purpose.

"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 from ISO 10002. ISO 10002 is relevant to any organization that wishes to exceed customer expectations, a basic requirement for businesses of all types and sizes, whether they are in the private, public or voluntary sectors.



### KEY BENEFITS

- ✚ Customer retention
- ✚ Brand reputation
- ✚ Operational efficiency
- ✚ Improved internal communications and relations
- ✚ Flexibility
- ✚ Continual improvement

We look forward to success you in the world!

### Alliance Registrar-ARC

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### Alliance Offers a Fair Approach

THE INDUSTRY STANDARD FOR EXCELLENCE

# Certification

## PROCESS

Contract Signature

Signed Application

Document Review

Certification/Registration Audit

Certification

Surveillance Audits



## ABOUT US-ALLIANCE REGISTRAR

Alliance International Strategic Registrar's goal is to provide the highest Management Systems assessment, so that our Clients are recognized as the industry standard for excellence. We will distinguish ourselves through dedication toward improving our Client's Management Systems.

We understand the importance of impartiality and conflict of interest to ensure objectivity of our Certification activities. We will foster developmental relationships with the Clients we serve to achieve Client satisfaction. Our logo shall be perceived as a symbol of Quality and Excellence.

Alliance is an internationally accredited

Management System Registrar offering a comprehensive suite of services to those organizations wishing to achieve registration.

Alliance has been built on decades of collective experience within the manufacturing and non-manufacturing industries. Our senior staff played a major role in developing the content of the Quality System Requirements and piloting the first Quality System Requirement witness audit, setting the standard by which the industry is measured.

**OUR POLICY** is to provide exceptional levels of customer service combined with common sense interpretations of the Standards you wish to achieve. Based on



our extensive background within the quality industry we have developed a "thorough but fair" assessment approach to the registration process. This approach, welcomed by our clients, has developed a good Improvement Partnership and earned Alliance an enviable reputation within our industry. Business leaders have put the dedication and experience of Alliance personnel to work for them and you can too

We also believe registration should be used as a development tool for your organization. Registration is only the beginning of improving your overall business. We will help by identifying opportunities for you to continue to develop your business processes to ensure not only conformance to the intent of the Standard but improvement in all aspects of the company

The logo of Alliance/ARC is the degree of public confidence and trust, which is established by customer focus, the integrity of its leadership, operating principles as well as impartial and competent assessments.

During a recent survey of ISO registrar performance, Alliance/ ARC was ranked among the top in overall customer service.