



# MALAYSIAN STANDARD

MS ISO 10004:2012

**Quality management - Customer satisfaction -  
Guidelines for monitoring and measuring  
(ISO 10004:2012, IDT)  
(Published by STANDARDS MALAYSIA in  
2014)**

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**Revision:** A process where existing Malaysian Standard is reviewed and updated which resulted in the publication of a new edition of the Malaysian Standard.

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## Committee representation

The Industry Standards Committee on Quality Management and Quality Assurance (ISC Y) under whose authority this Malaysian Standard was adopted, comprises representatives from the following organisations:

Department of Standards Malaysia  
Federation of Malaysian Manufacturers  
Institute of Quality Malaysia  
Lembaga Pembangunan Industri Pembinaan Malaysia  
Malaysia Productivity Corporation  
Malaysian Administrative Modernisation and Management Planning Unit  
Malaysian Agricultural Research and Development Institute  
Malaysian Association of Standards Users  
Malaysian Institute of Chemistry  
Malaysian International Chamber of Commerce and Industry  
Ministry of Health Malaysia (Medical Device Control Division)  
Ministry of International Trade and Industry  
National Pharmaceutical Control Bureau  
Science and Technology Research Institute for Defence  
SIRIM Berhad (Secretariat)  
SIRIM Berhad (Standards Research and Management Centre)  
SIRIM QAS International Sdn Bhd  
The Electrical and Electronics Association of Malaysia  
The Institution of Engineers, Malaysia  
Universiti Malaya  
Universiti Utara Malaysia

The Technical Committee on Supporting Technologies which recommended the adoption of the ISO Standard as Malaysian Standard consists of representatives from the following organisations:

Department of Standards Malaysia  
Federation of Malaysian Manufacturers  
Independent  
Institute of Quality Malaysia  
Lembaga Pembangunan Industri Pembinaan Malaysia  
Malaysian Administrative Modernisation and Management Planning Unit  
Malaysian Agricultural Research and Development Institute  
Malaysian International Chamber of Commerce and Industry  
Ministry of Defence Malaysia  
SIRIM Berhad (Secretariat)  
SIRIM QAS International Sdn Bhd  
Universiti Utara Malaysia

## National foreword

The adoption of the ISO Standard as a Malaysian Standard was recommended by the Technical Committee on Supporting Technologies under the authority of the Industry Standards Committee on Quality Management and Quality Assurance.

This Malaysian Standard is identical with ISO 10004:2012, *Quality management - Customer satisfaction - Guidelines for monitoring and measuring*, published by the International Organization for Standardization (ISO). However, for the purposes of this Malaysian Standard, the following apply:

- a) in the source text, "this International Standard" should read "this Malaysian Standard";
- b) the comma which is used as a decimal sign (if any), to read as a point; and
- c) reference to International Standards should be replaced by corresponding Malaysian Standards as follows:

### Referenced International Standards

### Corresponding Malaysian Standards

ISO 9000:2005, *Quality management systems - Fundamentals and vocabulary*

MS ISO 9000:2005, *Quality management systems - Fundamentals and vocabulary*

Compliance with a Malaysian Standard does not of itself confer immunity from legal obligations.

NOTE. IDT on the front cover indicates an identical standard i.e. a standard where the technical content, structure, and wording (or is an identical translation) of a Malaysian Standard is exactly the same as in an International Standard or is identical in technical content and structure although it may contain the minimal editorial changes specified in clause 4.2 of ISO/IEC Guide 21-1.

## **Foreword**

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 10004 was prepared by Technical Committee ISO/TC 176, *Quality management and quality assurance*, Subcommittee SC 3, *Supporting technologies*.

This first edition of ISO 10004 cancels and replaces ISO/TS 10004:2010, which has been technically revised.