



BSI Kitemark™ for service excellence

Deliver the best customer service, every time



Outstanding customer experience to meet today and tomorrow's needs

In today's fiercely competitive market, exceptional customer service isn't just a bonus – it's a necessity. With consumers expecting more than ever before, businesses must go above and beyond to stand out and build lasting relationships.

Some statistics underline the crucial need for excellent service:

- 73% of consumers consider customer experience an important factor in their purchasing decisions¹.
- Nearly one third of customers prefer excellent service, even if it costs more².
- Increasing customer retention rates by just 5% can boost profits by 25-95%³.

- 64% of consumers and 66% of business buyers expect personalized experiences and interactions with brands⁴.

Achieving outstanding customer service isn't easy. It requires dedication, strategic planning, the adoption of new technology, and adherence to industry-leading standards. To help businesses elevate their customer service experience and foster trust with their customers, BSI has developed the BSI Kitemark for service excellence.



What is the BSI Kitemark for service excellence?

As part of BSI's Kitemark certification portfolio, a mark of trust recognized by millions worldwide, this certification is based on the guiding principles of:

- BS 8477:2014 + A1:2020 Code of practice for customer service
- BS ISO 10002:2018 Quality management – Customer satisfaction – Guidelines for complaints handling in organizations
- BS ISO 23592:2021 Model and principles – Service Excellence
- Additional Kitemark test measures based on best practice from customer experience experts

Utilizing these standards, shaped by customer experience experts, the scheme assesses the client on:

- The foundations of consistently good customer service
- Complaint management
- Outstanding customer experience

How do I become certified to the BSI Kitemark for service excellence?

Achieving the BSI Kitemark for service excellence involves a structured journey, beginning with an initial assessment to identify areas for improvement. From there, organizations must adhere to specific standards and undergo a formal assessment from an expert BSI auditor.

Following a successful recommendation, you'll be able to showcase the BSI Kitemark to demonstrate you are delivering excellence service. This showcases your credentials to your customers, demonstrating your leading approach to delivering outstanding customer experiences.

1: PwC – Future of Customer Experience

2: UKCSI Customer Satisfaction report Jan 2024

3: Harvard Business Review – The Value of Keeping the Right Customers

4: PwC -- Future of Customer Experience



Adults in the UK trust independent certification to give the highest confidence in a company's customer service and experience, outranking positive online reviews, brand recognition and price.*

*YouGov research, 2024, based on 2065 responses

Why Choose the BSI Kitemark for service excellence?

Market differentiation

Feedback from YouGov, based on the responses of 2065 adults suggests that independent certification through the BSI Kitemark would give the highest confidence in a company's customer service and experience. This outranks positive online reviews, brand name and the cost of a product or service as the most favoured way to validate a businesses' customer service model.

Becoming certified allows you to use the BSI Kitemark as a symbol of trust and quality as part of your market positioning, whether it be on your premises, on your website or gaining advantage on social media.

Developing a customer-first culture

In a rapidly evolving customer service landscape, the expectations of consumers have skyrocketed. From social media interactions to AI-driven solutions, the paradigm has shifted. Through embedding the requirements specified in the BSI Kitemark for service excellence, the organization is able to meet the current and future customer needs by embedding a customer excellence approach.

Improved customer satisfaction and loyalty

Certifying to the BSI Kitemark signifies your commitment to consistently meeting or exceeding customer expectations. By adhering to the Kitemark's standards, you can enhance the overall customer experience, leading to higher levels of customer satisfaction. Satisfied customers are more likely to become loyal, repeat buyers and advocates for your brand.

Risk mitigation and continuous improvement

The Kitemark's requirements are designed to enhance complaint management and customer satisfaction. By adhering to these standards, your organization can identify and address potential issues early on, reducing the likelihood of costly disputes or customer dissatisfaction. Furthermore, the ongoing commitment to meeting Kitemark criteria encourages continuous improvement in your customer service practices.

Contact our BSI Kitemark for customer service experts



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Find out more by
scanning here:

70% of adults in the UK are more likely to buy from an organization that has been certified to the BSI Kitemark for service excellence, in comparison to one that hasn't.*

*YouGov research, 2024, based on 2065 responses