



Weathering the storm

How standards can help keep customers in the downturn

www.bsimembers.com

As economic conditions grow tougher, it's more important than ever to hold on to customers, and find new ones. Retaining access to current standards through BSI Membership can help you do just that.

Important facts

The ability to demonstrate your organization is using the most current standards is critical in terms of:

- ✓ Meeting contractual requirements
- ✓ Ensuring you are compliant
- ✓ Certification
- ✓ Winning new business tenders

BSI Membership is the best way to keep up-to-date with the latest standards, and provides an *easy, cost effective* way to purchase.

For more information please visit: www.bsimembers.com

Standards help keep customers

It's likely that many of your customers came to you because you use British Standards. Keeping these customers is often dependent on your continued use of current standards.

This can be because your customers are reassured by your product quality, reliability and consistency – because you use standards.

More specifically, it's often because your customers need to know that what you supply meets requirements. This may be a condition of doing business - in some sectors compliance is an absolute requirement. Continued compliance may also be a contractual obligation.

BSI Membership makes it easy to comply

Without the access to current standards at discounted rates which BSI Membership gives you, the route to compliance becomes much more complicated and expensive.

And failure to comply may mean the loss of existing customers to the competition – something which few businesses can afford in the current economic climate.

In addition the PLUS service alerts you to any changes to the standards that your business uses.

Don't lose customers by losing access to standards.

“Compliance for our organization is essential, not just for us but for our clients who rely on our organization to ensure that the services we offer are also compliant with current UK legislation. The benefits of being a BSI Member are numerous, being kept up to date with our particular area is critical.”

BSI Member, Jan 2009

Standards convert new customers

As markets shrink, you'll need new customers to make up the shortfall – and standards can help secure them.

It's probable that certification to a standard or standards will differentiate your company from the competition.

Even your adherence to current standards sends a message that your company cares about producing a quality product or service – an attribute which is likely to be attractive to potential customers, anxious to spend wisely.

These factors alone give you a competitive advantage when it comes to securing new business.

In addition, your standard-compliant products and procedures make you an easier company to do business with. You work to proven methodologies and standard specifications. It takes some of the pain out of tendering and contracts.

And potential customers are reassured that your products are going to be interoperable and compatible with other components, reducing hassles and meaning you're quicker to market.

In highly competitive markets, standards give you an edge.

“Our customers insist on the highest standards of service, capability and competence. Being an accredited test facility speaks volumes for the business and proves to our customers we deliver goods on time and meet their stringent requirements.”

Alan Breese, Abtest Ltd

Standards attract better customers

All customers are good, but we all know that some are better than others. To weather the storm well you can utilize your BSI Membership to work with the best.

Better customers want to work with firms that share their values and commitment to high service levels and high quality products.

Through being a BSI Member you demonstrate your commitment to both. Working with standards also enables you to deliver effectively. And certification in particular acts as proof of your ability to do so.

You also embrace customer-focus and best practice, and attract others who do the same.

They will be the companies that are more interested in a partnership approach, longer term commitments and stable operations – all factors which help to sustain and maintain your margins.

They are also the most likely to pay your invoices, on time.

Be the best to work with the best.

“Membership of BSI and accreditation through their services has proved to be useful in demonstrating the quality of our service at the highest level to all our demanding customers.”

David Rushton, TS Technology Services



“We are a young business operating in the oil & gas sector where certification and standards are essential. BSI enables us to meet these requirements in an easy to reach, online way, which has made our business more efficient, knowledgeable and credible with our customers such as Shell, BP and Statoil. Where would we be without BSI? Not as far as we are now for sure. Thanks BSI.”

Andrew Stuart, Improtechnics Ltd



Top 12 standards for weathering the storm:

- 1. BS 7671**
Necessary for electrical installation compliance
- 2. BS 25999**
Delivers best practice business continuity planning
- 3. BS 31100**
How to implement and maintain effective risk management
- 4. BS OHSAS 18001**
To eliminate accidents at work and comply with H&S legislation
- 5. BS EN ISO 9001**
Embeds quality, efficiency and customer satisfaction
- 6. BS 8847**
Benchmarks good customer service and differentiates from the competition
- 7. BS EN ISO 14001**
Implements best practice environmental management and compliance
- 8. BS 8555**
An incremental approach to compliant environmental management
- 9. BS ISO/IEC 27001**
Defines a compliant best practice information management system
- 10. PAS 2050**
Measures the lifecycle GHG emissions of goods and services
- 11. BS 9999**
Recommendations and guidance on compliant fire safety
- 12. BS 8888**
The bible for technical product specification documents

These standards are available at www.bsigroup.com/shop. Members receive a 50% discount.

Any questions?

Our BSI Membership team is available online or by phone to answer your questions on the benefits of BSI Membership.

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