



THE INTERNATIONAL STANDARD FOR SERVICE EXCELLENCE



THE 5P's SERVICE QUALITY MODEL

The key differentiator in an increasingly competitive world is more often than not the delivery of a consistently high standard of customer service.

Customer satisfaction, customer retention, customer loyalty and employee commitment are factors that no organisation can ignore, this Standard focuses organisational attention to these crucial factors.

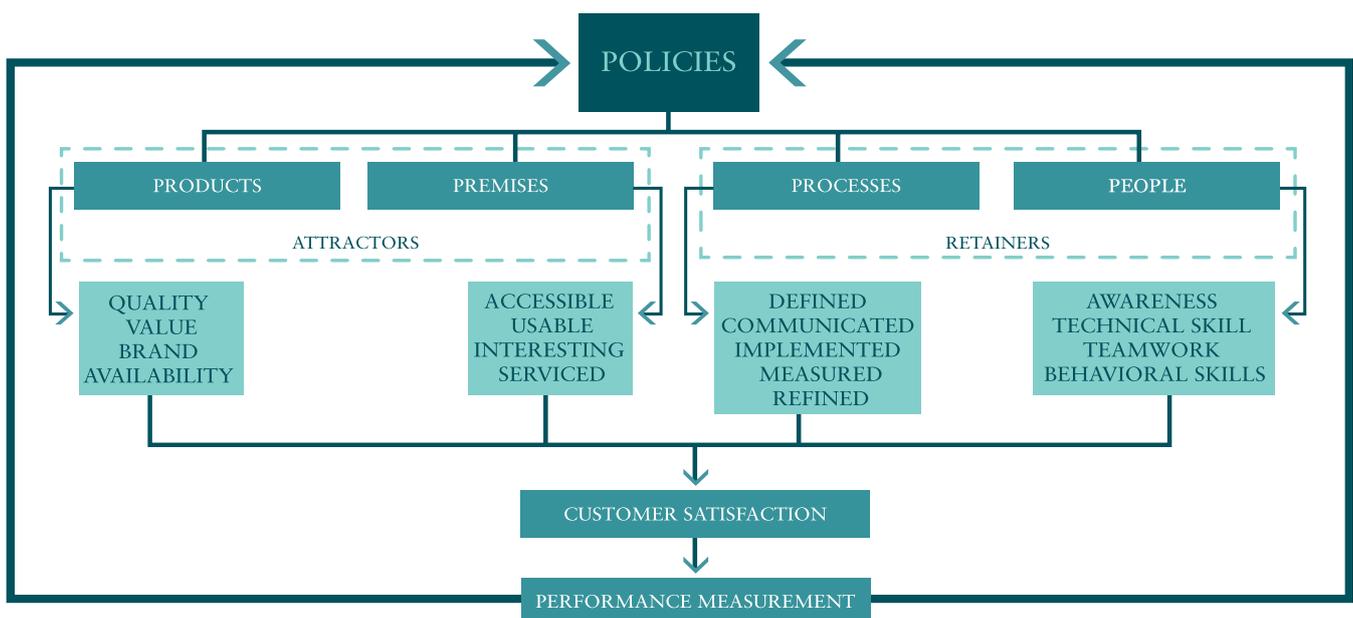
This Standard promotes a flexible yet measurable approach to implementing all the elements that make up the delivery of excellent customer service.

The Model for this standard incorporates and emphasizes the importance of the 5P's :

- Policies
- Products
- Premises
- Processes
- People

As with all organizational operations, these Core Components will only deliver their full potential and value if they are embedded into the organizational infrastructure and maintained through a continuous cycle of Measurement and Communication, supported by the key pillar of education and Training.

5P's SERVICE QUALITY MODEL



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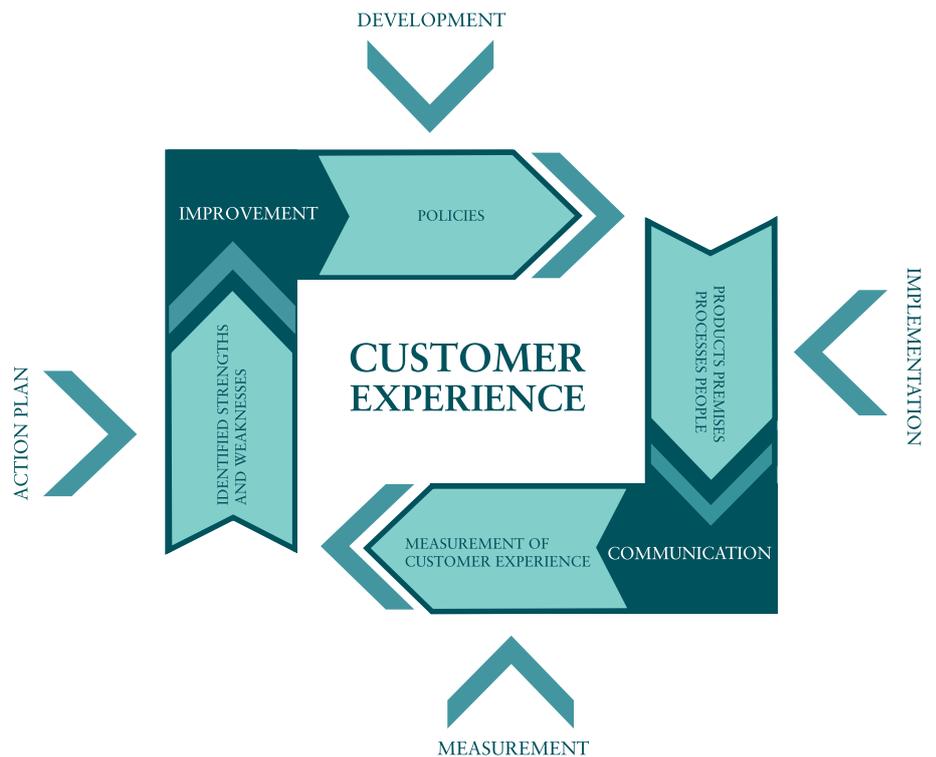
THE INTERNATIONAL STANDARD FOR SERVICE EXCELLENCE (TISSE2012)

The International Standard For Service Excellence (TISSE2012) has been developed by the International Customer Service Institute (TICSI) with the objective of making it the cornerstone global standard of customer service. This standard has the status of an independent standard, managed by TICSI.

The detail of this Standard has been developed by TICSI and approved by the Institute's Strategic Advisory Panel. TICSI has produced separately, documentation aimed at assisting organisations in implementing TISSE2012.

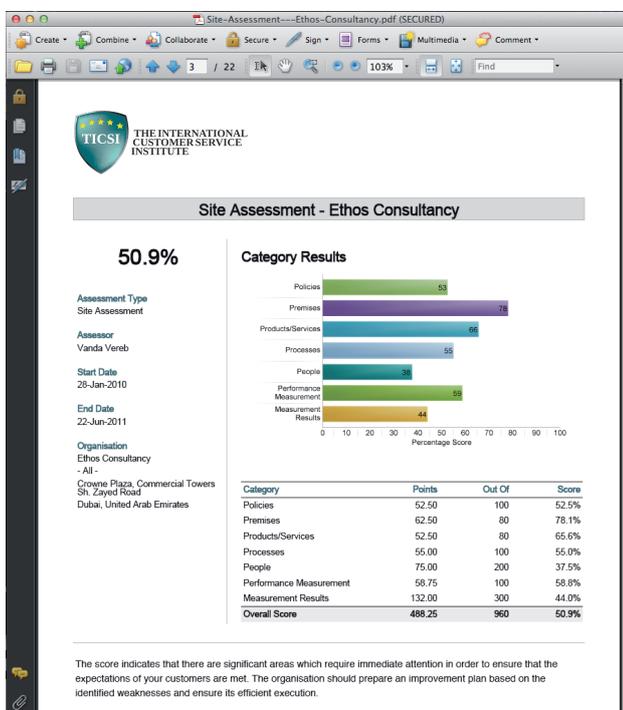
The International Standard For Service Excellence (TISSE2012) has been developed to enable organisations to focus their attention delivering excellence in customer service, whilst at the same time providing recognition of success through a 3rd Party registration scheme.

3rd party registration activities can ONLY be provided by the a Regional Certification Partner



OBJECTIVES

- To provide a generic standard that assists any organisation to manage and continuously improve its service quality.
- To offer independent assessment by an established Certification Body
- To improve the capability of the private and public sectors to respond to their customers' needs.
- To provide a unique “online customer service benchmarking” opportunity globally.



HOW IT WORKS

Organisations will implement The Standards based upon guidance from a Regional TICS I Partner.

An independent certification firm will assess organisations implementing The Standard.

Organisations will be assessed annually by their designated Regional Certification Partner

STRATEGIC ADVISORY PANEL

The Institute has in place a strategic advisory panel and Standards committee made up of leading global authority on customer standards. Future direction and enhancement are the primary responsibility of the panel and committee.

BENEFITS

TISSE2012 provides the following benefits to organisations;

- Focuses on customer experience
- Improves customer satisfaction and education
- Improves employee satisfaction
- Third –party certification
- Three levels of achievement
- Global Benchmarking Database
- Process improvement
- Compliments EFQM model & ISO9001
- Catalyst for customer focus change
- Catalyst for delivering customer excellence
- The right to use TICS I seal on all communication media

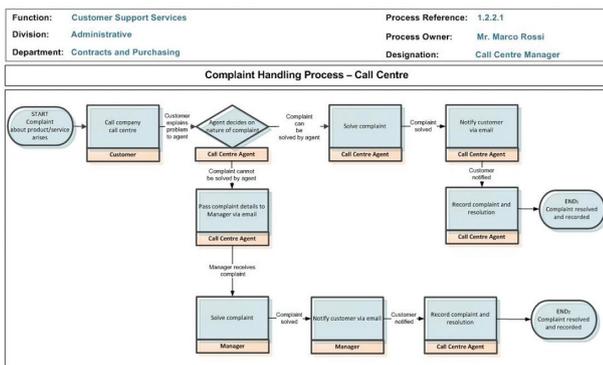
THE TISSE2012 IMPLEMENTATION PROCESS

TISSE2012 GAP ANALYSIS

A Gap Analysis is the first step towards obtaining a certification. The Gap Analysis results are presented to you from our online solution which you will find on TICSI's website (www.ticsi.com). The report details the areas that you need to focus on improving. This report is your first experience of benchmarking with the system, which you can use to track your progress, as all of your information is available to you online.

PROCESS DEVELOPMENT

One of the key components of The Standard is ensuring that your business processes are developed using latest software solutions that ensure processes and process documentation are easily made available & visible to employees and customer alike.



Mapping business processes is one of the key components towards achieving customer service excellence.

CUSTOMER SERVICE STANDARDS

Organisations are required to develop and implement customer service standards that are an essential component of delivering a consistent and continuous delivery of service excellence.

CUSTOMER SERVICE TRAINING

The major output from an Initial Assessment is the identification of what your customers really feel about your level of service.

Therefore one of the key deliverables in implementing TISSE2012 is ensuring that all of your staff receives customer service training relevant to the measured gaps.

As you progress through each stage of the implementation you will notice many improvements relating to customer service which will be reflected in subsequent benchmarking measures and these should positively influence bottom line financial performance.

MEASUREMENT TECHNIQUES

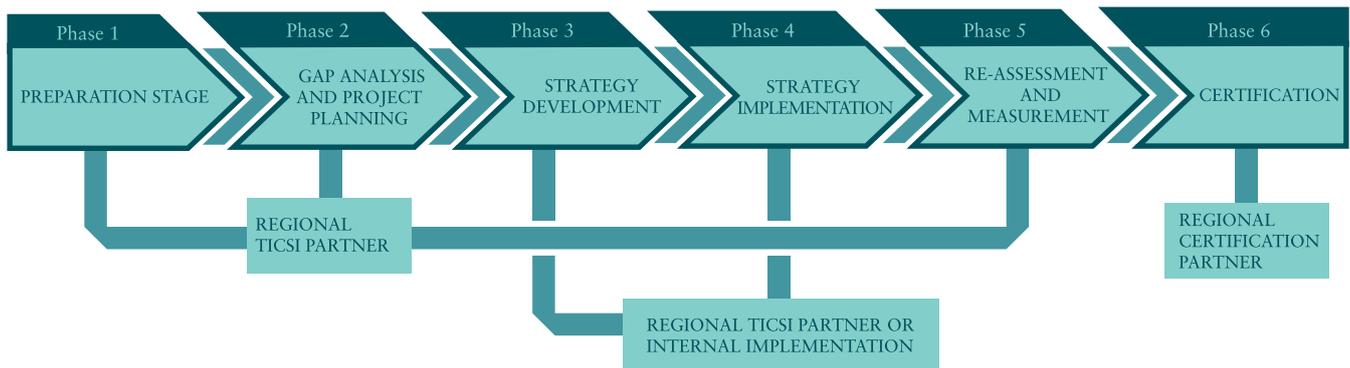
Measuring the key elements that deliver customer service excellence is an essential part of TISSE2012. Organisations will have to have benchmark measures of the key categories relating to:

- Customer Satisfaction
- Employee Satisfaction
- Mystery Shopping
- Complaints and feedback

TISSE2012 IMPLEMENTATION PROCESS-ROADMAP

The International Standard for Service Excellence (TISSE2012) implementation process consists of the following phases:

- Phase 1- Preparation
- Phase 2- Gap Analysis and Project Planning
- Phase 3- Strategy Development
- Phase 4- Strategy Implementation
- Phase 5- Re-assessment and Measurement
- Phase 6- Certification



3RD PARTY CERTIFICATION

The Implementation processes of TISSE2012 are carried out by experienced Regional TICS I Partners by assisting organisations reach the required level of Service Excellence to be certified. Once a company is ready for TISSE2012 Certification, the designated Regional Certification Partner will undertake a Certification Audit of the organisation.

LEVEL OF CERTIFICATION

There are three levels of certification. Upon completing an Assessment, one of TICS I’s Regional Certification Partners (RCPs) will produce an online report detailing the performance of the organisation. The various RCPs provide exclusive third party certification that is internationally recognised. Levels of certification are as follows-

Levels of Excellence:

- 1. International Excellence: Achieved more than 90% of TISSE2012 points available ★★★★★
- 2. International Benchmark: Achieved more than 75% of TISSE2012 points available ★☆☆☆☆
- 3. International Standard: Achieved more than 55% of TISSE2012 points available ★★☆☆☆

Certification is for a maximum 12 month period, however organisations can if they desire request further reassessments no earlier than 6 months after a previous assessment. Organisations will be assessed on a five point Likert scale as to whether the criteria as laid out in The International Standard for Service Excellence has been fulfilled.

TISSE2012 ONLINE ASSESSMENT AND REPORTING TOOLS

ONLINE REPORTING

The Online Reporting mechanism provided by TICS I allows clients to quickly and easily understand their overall standing in the assessment. The first page of the report includes the overall assessment score achieved by the client a graphical representation of their score for each of the 5P's in the TISSE2012 Model.

Customers have the option of carrying out a free Self Assessment and/or a TISSE2012 Site Assessment before requesting a Certification Assessment by the Regional Certification Partner. The report also includes each question, its answer and comments given by the assessor to assist the client in understanding the process by which the score was obtained.



ONLINE BENCHMARKING

'Clients can benchmark themselves with any other organisations who have implemented The International Standard for Service Excellence. They can benchmark themselves against companies across a wide range of industries on a global scale.

BENEFITS OF BENCHMARKING

Identifies specific problem areas of the customer service cycle and eliminates guesswork

Clearly identifies strengths and weaknesses

Helps to prioritise improvement opportunities and focus everyone on the areas of the customer service cycle that need most attention

Creates a sense of competitiveness and a real desire to improve on current customer service levels

Increases customer satisfaction which impacts positively on customer loyalty and customer retention

FREE ONLINE SELF ASSESSMENT

Provides the ability to easily Assess your organisation against the 5Ps Service Quality Model via a Free Online Self Assessment based on TISSE2012. The report generated (See Bottom Left) offers an insight as to where your organisation may stand against the full TISSE2012 Standard.

ONLINE SITE ASSESSMENT

The Online Site Assessment provides a more in depth analysis of overall customer service performance against the full TISSE2012 Standard. It presents organisations with detailed descriptions on how to improve along with giving access to an extensive benchmarking database.



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CUSTOMER SERVICE
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