



## Customer Service.

Creating value through excellent customer experience.

According to a recent report by Walker Information<sup>1</sup>, by 2020 customer experience will overtake price and product as the key brand differentiator. A plethora of data are available illustrating the importance of customer service to organizations today. Enter 'Customer Service', 'Customer Experience', 'CXM' or 'Service Excellence' into Google and you'll be hit with a wave of statistics that show how customer service is the primary factor impacting vendor trust, reinforcing the need for organizations to place strategic focus on this subject.

### Commercial reality

Eight out of 10 people say that customer service can influence their choice of brand, according to a 2013 Which? survey. Four in 10 would be willing to pay more for better service and 86 per cent of respondents would leave an organization that treated them poorly. Rising customer expectations, and the growing trend to share negative experiences online, is putting pressure on companies to raise their game. Smart organizations understand that excellent service is crucial to their success, helping them to keep existing customers and win new ones.

Brands in the UK are currently losing nearly £15 billion in business annually due to poor customer service<sup>2</sup>. It is widely acknowledged that attracting a new customer costs around six to seven times more than retaining an existing customer. And in recent Bain & Company research it was discovered that a 10% increase in customer retention levels actually increases the value of an organization by 30 per cent.

- 98%** of customers share bad experiences and 89% share good experiences with others
- 62%** of customers purchase more after a good customer service experience
- 66%** of customers stop buying after a bad customer service interaction
- 72%** blame their bad customer service interaction on having to explain their problem to multiple people
- 51%** of B2B buyers avoid vendors two or more years after a bad customer service experience

### Customer reassurance

Whether your customer is a business or consumer, it's time to question how confident they feel about the experience they will have when interacting with your organization. What steps are you taking to reassure customers that you understand their different needs, keep promises and deliver consistently high standards. Are you standing out as an organization that takes excellence in customer service to the next level and realizing the potential value over the lifetime of the customer?

<sup>1</sup>Source: <http://www.walkerinfo.com/customers2020/>

<sup>2</sup>Source: Harris/ClickSoftware Survey

# Customer service standards and beyond

At BSI we have experts with depth of commercial and technical understanding who will help you to look at the bigger picture. Together, we will explore how your business can ensure it does everything in its power to reduce risk relating to customer service, build trust with customers and help differentiate itself from competitors.

We can help your organization to demonstrate compliance and best practice; providing evidence that your service is truly customer focused, that processes are reliable and can demonstrate the highest levels of quality. As part of your solution we will consider compliance to ISO 9001, the world's most widely recognized quality management system; BS 8543, the standard for complaints handling; BS 8477, the code of practice for customer service that sets out essential

principles for establishing and maintaining effective customer service and the ISO 10000 series which can be part of a broader and integrated framework for enhanced customer satisfaction through codes of conduct, complaints handling and dispute resolution.

Additionally, BSI's **Customer Service Kitemark™** certification may be suitable for organizations that wish to demonstrate they go above and beyond these standards, evidencing organizational commitment to a customer service culture; provision of clear, relevant and accessible information; well trained, customer-focused staff; good communication; quick resolution of customers' problems and effective use of customer feedback to help resolve common problems.

## About BSI Kitemark™

In 2015 an independent consumer survey showed that the BSI Kitemark is associated with rigour; consumers know products and services displaying the BSI Kitemark are tried and tested therefore consumers trust products and services displaying the BSI Kitemark.

### What supports this?



67%

of consumers have awareness of the BSI Kitemark.



BSI Kitemark could command **price premiums** up to **26%**



60%

of consumers **willing to pay more** for a product displaying a BSI Kitemark.

## ISO 9001

The world's most widely recognized Quality Management System (QMS) helps organizations to meet the expectations and needs of their customers, amongst other benefits. An ISO 9001 quality management system helps organizations continually monitor and manage quality across all operations, and outlines ways to achieve, as well as benchmark, consistent performance and service.

Internationally, it is the quality system of choice.

## BS 8543

This standard specifies requirements for a complaint-handling process including planning, design, operation, maintenance and improvement. It provides a specification for the design and implementation of an effective and efficient complaint-handling process for all types of commercial or non-commercial activities.

The standard reflects that if complaints are properly handled and managed an organization can improve its reputation, enhance customer satisfaction, build customer loyalty and retain customers.

## Customer Service Kitemark



The Customer Service Kitemark enables organisations to differentiate themselves from their competition by showing the value they place on customer service and the work they do in keeping customer service a high priority. Successful assessment using the foundation of a management system, such as ISO 9001 together with BS 8477 and measurement of customer satisfaction leads to certification to demonstrate that the organization's customer service goes beyond the basic level to deliver a virtuous circle of value both back to the business and out to its customers

### Above and beyond required standards

#### BS 8477

The code of practice for customer service sets out essential principles for establishing and maintaining effective customer service and provides recommendations on applying these principles. This standard is primarily aimed at organizations working with external customers. However, the principles can also be applied by an organization when dealing with its internal customers. It is applicable to all organizations, irrespective of their size or the nature of their business.

#### ISO 10001 / 10002 / 10003

ISO 10001 provides guidance to assist an organization in determining that its customer satisfaction code provisions meet customer needs and expectations, and that the customer satisfaction code is accurate and not misleading. ISO 10001 is compatible with ISO 9001 supporting objectives through the effective and efficient application of a process to develop and implement a code of conduct related to customer satisfaction.

BS ISO 10001, ISO 10002 and ISO 10003 can be used independently or in conjunction with each other. When used together, they can be part of a broader and integrated framework for enhanced customer satisfaction through codes of conduct, complaints handling and dispute resolution.



## About BSI

We are the business standards company that equips businesses with the right tools and solutions to turn best-practice standards into habits of excellence. With over 3,000 staff worldwide, we help our clients drive performance, manage risk and grow sustainably.

Founded in 1901, we were the world's first National Standards Body. Now over a century later, we're globally recognized as a champion in best practice. We have been and still are responsible for originating many of the world's most commonly used management systems standards and publish nearly 2,700 standards every year. These standards are developed to address the most pressing issues of today, such as clear billing, energy management, disability access, nano-technology and more. They also cover various industry sectors, including Aerospace, Automotive, Built Environment, Food, Healthcare and IT.

All our standards are underpinned by a collaborative and rigorous approach perfected over decades. We always work closely with industry experts, government bodies, trade associations, businesses of all sizes and consumers to develop standards that drive excellence.

We currently work with over 80,000 clients in 172 countries worldwide to help them adopt and cultivate continuous habits of best practice. We also train all our clients and provide them with practical implementation guidance, as well as a comprehensive suite of compliance tools. And to ensure our clients get the very best service, we're also independently assessed and accredited globally by ANAB (ANSI-ASQ National Accreditation Board) and 26 other accreditation bodies throughout the world, including UKAS (United Kingdom Accreditation Service).

Our reach is global and we play a key role within the International Organization for Standardization (ISO). As one of the founding members, we help make sure international standards developed address today and tomorrow's business and societal needs, while delivering real benefits to an organization and all its stakeholders.

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