

Why **ISO 9001:2015** is better for your business

Whitepaper



Since the last major revision of ISO 9001 in 2000, information technology and communications have so radically transformed the way we do business that some are calling it the second industrial revolution. Like all changes, concepts and ideas, standards must move forward with current thinking and ISO 9001 is no exception.

The new version of ISO 9001 has been referred to as a “game changer”. It brings the process approach, designed to enhance customer satisfaction, right into the heart of an organization, complement business strategy and help an organization enhance its performance over time and achieve its goals. This approach

positions ISO 9001 as an indispensable tool for businesses, helping drive continual improvement and deliver results. It is designed with the needs of modern businesses in mind. It's more flexible and agile, designed to be embraced by organizations of all sizes in many different sectors, making it better for your business.

Working harder for **your** business

A major benefit of ISO 9001 is that it provides a clear framework for organizations to have a more robust but flexible management system, which will help them become more resilient and

It takes management systems to the next level and will improve your business

sustainable. The new standard encourages organizations to identify the requirements of interested parties and stakeholders, both internal and external, as well as the issues, threats and opportunities they face. The new part of the standard is known as the “context of the organization” and much of the rest of the standard hangs off this. The introduction of this will

help organizations to be more aware of stakeholder requirements and help them ensure they have the organizational agility to deal effectively with them. The new standard has become more relevant, less prescriptive and more user friendly as it encourages an organization to think about their own circumstances.

This approach recognizes the complexity and demands that are now placed on organizations from their interested parties and stakeholders. These could be regulatory, legal, compliance related or driven by customer requirements. Organizations also need to be mindful of the issues and threats that they face in meeting interested parties requirements and what the risks are associated with the issues.

By achieving this new standard it will improve your business

*Paul Brazier,
Commercial Director, Overbury*

By going through the process of identifying interested parties and their requirements, it helps an organization to be more resilient and responsive, particularly to the ever increasing requirements of customers. This is one of the ways that ISO 9001:2015 has become even more customer focused.

ownership leadership customer focus
efficiencies ISO 9001:2015 im
complete management system integration
sustainable growth revised identify risks

One business working towards common objectives

ISO 9001 now requires top management to take a strategic approach to the management system by ensuring the strategic direction of the organization has been determined. The strategy should take into account the sustainability of the organization in the near and long term future and have a clear link to operational and performance management throughout the organization.

In ISO 9001:2015 top managers are defined as “the person or group of people who directs and controls an organization at the highest level.” They are the people who decide on the strategy for the organization and therefore play a crucial role in setting and agreeing on policy and objectives, which must be in line with the strategy. They are also responsible for the effectiveness of the management system, which should no longer be a stand alone framework, but part of the organization’s processes and management systems for its operation.

66% of clients say ISO 9001 improves their products or services*

This focus on leadership means quality is no longer owned purely by a quality representative. While top management has new responsibilities, the concept of leadership is about empowerment at every level of the organization. Everyone should be aware of how they contribute to delivering the organization’s goals.. This should result in having a more motivated, engaged and empowered workforce contributing to a better work environment.

Improved risk management

One of the new benefits is the increased use of “risk based thinking” which is implicit throughout the standard. The new standard does not only deal with risk, but also requires organizations to identify “opportunities”. The user needs to decide if an issue can be turned into an opportunity.

This is another way that ISO 9001:2015 has become a more powerful tool to help organizations grow and flourish. Identifying opportunities

can aid growth and be a positive result of adopting a risk based approach.

The new version of ISO 9001 also embraces the process approach. There are processes for the quality management system, and then there are processes for the operational (or how the product or service is delivered to the customer) activities. This approach should provide the necessary controls to ensure that risks are maintained at an acceptable level and will help the objectives for the wider

65% of clients say ISO 9001 inspires trust in their business*

management system to be achieved. Following a process approach, ISO 9001 will now help organizations deliver more consistent results, help them to manage their bottom line and deliver sustainable growth.

improvement identify risks
maximize process approach robust new
opportunities responsive flexible

Streamlined and integrated approach

As more and more organizations implement multiple management systems, the need to implement and maintain them more efficiently has grown. This has led to the creation of a common framework for all new ISO management system standards, which is referred to as Annex SL. ISO 9001:2015 is structured in this way, as is the recently revised ISO 14001:2015. Management system standards that follow Annex SL no longer need to be approached independently. In fact, this framework gives organizations with multiple management systems the opportunity to streamline their approach and make efficiencies. When approached together, there are opportunities to reduce

61% of clients say ISO 9001 reduces the likelihood of mistakes*

duplication and potentially make savings, with greater ease of operation. Annex SL is good news for anyone implementing ISO 9001:2015 and other recent management system standard. It cuts down on red tape and helps to put robust management systems in place.

An opportunity for improvement you can't afford to overlook

There are many benefits from the latest version of ISO 9001. It is now much more than a quality management system. It is a complete operational tool, designed to improve performance. Taking a strategic approach to customer satisfaction and the sustainability of the organization by using the ISO 9001 framework can only enhance the morale and motivation of the

workforce, which in turn will improve an organization's image and reputation in the market place. It is a wonderful opportunity for any organization, irrespective of size or sector, to help them refocus and give them a clear line of sight of where their business is heading to ensure they remain robust, resilient and sustainable.

"We're a very customer-focused business and ISO 9001 allows us to reduce risk, improve customer relations and ensure we are meeting each customer's needs – something we feel is unique in the market."

— Tony Blanch, Costain

Given that these changes are so beneficial, can your organization afford not to implement them immediately?

Contact us
visit: bsigroup.com/isorevisions-us
or call: **1 800 862 4977**

bsi.

BSI Group America Inc.
12110 Sunset Hills Road, Suite 200
Reston, VA 20190-5902
USA
Tel: 1 800 862 4977
Fax: 1 703 437 9001
Email: inquiry.msamericas@bsigroup.com
www.bsiamerica.com

BSI Group Canada Inc.
6205B Airport Road, Suite 414
Mississauga, Ontario
L4V 1E3
Canada
Tel: 1 800 862 6752
Fax: 1 416 620 9911
inquiry.canada@bsigroup.com
www.bsigroup.ca
www.bsigroup.ca/fr

* BSI Customer satisfaction survey 2015 for ISO 9001:2008.