The International Standard for Service Excellence

BSI provides assessment, certification and training services for TISSE2012

96% of unhappy customers don’t complain, however
91% of those will simply leave and never come back

Overview
We all have customers, however how long do you keep them? Delivering and maintaining a high standard of customer service each and every time your customers come into contact with your brand will ensure your customers are more likely to return and remain loyal.
Customer service has never been more fundamental. By positioning excellence in customer service as a competitive differentiator and sustained value driver, business can intensify the customer experience, reinforce ongoing customer loyalty and maintain healthy profitable growth.

The Standard
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 on delivering excellence in customer service, whilst at the same time providing recognition of success through a 3rd Party registration scheme.

TISSE2012 is particularly suited to organizations who firmly believe in the positive effects of a well nurtured, well communicated and well auctioned customer service excellence culture.

W: www.bsigroup.ae
E: bsi.me@bsigroup.com
T: +971 4 3364917

...making excellence a habit™
Assessment and Certification
If an organization overall customer service performance score against TISSE 2012 is above 55%, the organization has the opportunity to be internationally recognized and certified by The Institute and its global certification partner, BSI (British Standards Institution).

The three levels of TISSE 2012 certification are:

- **International Excellence** = 90%+
- **International Benchmark** = 75% to 90%
- **International Standard** = 55% to 75%

**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.

**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 offers an insight as to where your organisation may stand against the full TISSE2012 Standard.

**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.

**BSI SERVICES SUMMARY**
- Information and guidance
- Standards and publications
- Customer events
- Training – understanding, implementation, auditor
- Management systems – gap analysis, second party audits, assessment, certification, continual assessment
- Business improvement tools
- Software solutions

**Contact us to find out how BSI can help your business make excellence a habit**

BSI Management Systems Limited
Suite 208, 2nd Floor
Sultan Business Centre
PO Box 26444,
Dubai - U A E
T: +971 4 3364917
F: +971 4 3360309

BSI Management Systems Limited
Suite 1503, 15th Floor
Al Niyadi Building,
Airport Road, PO Box 129835
Abu Dhabi-UAE
T: +971 2 4439660
F: +971 2 4439664

BSI Management Systems Limited
Suite 942, 9th Floor
Al Fardan Office Tower
PO Box 31316
Doha - Qatar
T: +974 44 101711
F: +974 44 101500

For further information on The International Standard for Service Excellence visit [http://www.bsigroup.ae](http://www.bsigroup.ae) or [www.ticsi.org](http://www.ticsi.org)