



## 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 comes 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 in-dependent 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.

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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.

**bsi.**

...making excellence a habit.™

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## Benefits

### Making Cost Savings

Being excellent at customer service means you focus on what the customer wants.

### Engaging Your People

It's hard to get everyone in an organisation committed and focused on a single goal. But a certification for customer service excellence is one of those goals that people can buy into and engage with – because they can have a degree of control over it.

### Increase Your Performance Indicators

Whether it's an increase in new customers, increased customer loyalty, increased customer satisfaction, increased revenue or all of them, being excellent at customer service means that you see these key performance indicators going in the right direction.

### Enhance Your Reputation

Word of mouth is a very strong indicator as to how an organisation is perceived. But there are massive practical values including savings on marketing, customer loyalty and winning new business. If you get a reputation in your field, and beyond it for that matter, you get a lot more besides. Your customers will be doing your sales and marketing for you.

### Differentiate From Your Competition

A customer service excellence certification tells potential customers what they can expect and will make them choose you because they want a supplier they can trust.

### Be Consistent

Business is becoming increasingly global and consistency between different countries is a big challenge that a certification can help to bridge.

## How can we help?

### 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

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



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



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