

# We spend over **1 million hours** each year improving the performance of businesses around the world

This experience allows us to see first-hand how ISO 9001 can help organizations to continually improve and deliver real benefits.



Business issue	How ISO 9001 helps	Benefits
	<b>Client expectation</b> <ul style="list-style-type: none"><li>• It helps you to identify present customer needs and identify and assess future requirement</li><li>• It helps you to measure client satisfaction</li></ul>	<ul style="list-style-type: none"><li>• You focus on planning ahead to make sure you have the right resources and knowledge in your organization</li><li>• Helps you to build a resilient organization for the long term</li><li>• Helps you to deliver better products and services</li><li>• Increase in customer satisfaction and repeat business</li></ul>
	<b>Compliance</b> <ul style="list-style-type: none"><li>• Helps you ensure all regulatory requirements are met for your products and services</li><li>• Requires you to communicate regulatory requirements to your employees and interested parties</li></ul>	<ul style="list-style-type: none"><li>• Gives confidence to interested parties that relevant regulations and compliance obligations are being met</li><li>• Protects your reputation</li><li>• Reduces likelihood of fines and prosecutions which allows you to focus on winning business</li></ul>
	<b>Improvement</b> <ul style="list-style-type: none"><li>• It makes you assess risks and identify opportunities for your business</li><li>• It makes you continually examine opportunities for improvement</li><li>• You need to put in place the operational controls to effectively manage and measure your performance</li></ul>	<ul style="list-style-type: none"><li>• Lower operational costs</li><li>• Reduce waste and increase efficiency</li><li>• Improve your bottom line</li></ul>
	<b>Reputation</b> <ul style="list-style-type: none"><li>• Demonstrates your commitment to quality products and services</li><li>• It is the most widely recognized international management system standard</li><li>• Helps safeguard the quality of your products and services</li></ul>	<ul style="list-style-type: none"><li>• Improved reputation and stakeholder satisfaction</li><li>• A competitive advantage to grow your business</li><li>• Win more high-value customers, and achieve improved customer retention with better customer service</li></ul>
	<b>Engagement</b> <ul style="list-style-type: none"><li>• Requires you to identify all internal and external stakeholders relevant to your Quality Management System and their needs</li><li>• Requires you to communicate the quality policy and ensure that the workforce understands how they contribute to it</li><li>• You are expected to show how you meet customer requirements and regulatory and statutory requirements</li></ul>	<ul style="list-style-type: none"><li>• Internal and external communication is improved</li><li>• Business with a motivated and engaged workforce are more likely to remain compliant and avoid penalties or fines</li></ul>

# Top tips on making ISO 9001 effective for you

Every year we have interactions with tens of thousands of clients. Here are their top tips.

**Top management commitment**  
is key to making this a success.

**Keep staff informed** of what's going on, create a team or assign a champion, as this will increase motivation. This could include a well communicated plan of activities and timescales.

Think about how different departments work together to avoid silos. **Make sure the organization works as a team** for the benefit of customers and the organization.

**Review systems, policies, procedures and processes** you have in place – you may already do much of what's in the standard and make it work for your business.

**Speak to your customers and suppliers.**  
They may be able to suggest improvements and give feedback on your service.

**Train your staff to carry out internal audits.**  
This can help with their understanding, but it could also provide valuable feedback on potential problems or opportunities for improvement.

And finally, when you gain certification celebrate your achievement and use the **BSI Assurance Mark** on your literature, website and promotional material.

"The earlier that organizations talk to senior managers, the better it will go for them so have those discussions early".

John Scott, Overbury, leading UK fit-out and refurbishment business

"When we decided to implement the new standard, we assigned an internal champion of the standard inside the organization".

Ronald Tse, Ribose, Hong Kong cloud service provider

"...all of our employees now understand the key metrics and the success factors. So it's helped us out in a business way and in an operational way".

Maxime Clerk, Vortex Conseils, Canadian consultancy business

"Don't try and change your business to fit the standard. Think about how you do things and how that standard reflects on how you do it, rather than the other way around".

Paul Brazier, Overbury , UK fit-out and refurbishment business

"It results in a more finely-tuned service to your customer, which is obviously very important to us".

Mark Kennedy, Salus, UK occupational health and return to work services provider

"I have previously attended the internal auditor course and since implemented a QMS for my place of work".

Claire Pressdee-Collins, Ofcom, UK communications regulator



Find out more

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