

The BSI Kitemark for customer service

Deliver the best customer service, every time



In an age where customers have more choice than ever, compare competitor products instantly and complain publicly when their expectations aren't met, service excellence is the only way to build lasting customer loyalty. It literally embodies your brand and reputation.

That's why BSI developed the Kitemark for customer service:

- To give a clear method of differentiation to service providers, who consistently meet independently assessed service standards
- To give clients and consumers an independent mark of trust so they can identify credible service providers quickly

What is the BSI Kitemark for customer service?

The BSI Kitemark for customer service is a mark of quality and distinction. It proves that you put your customers first and take great care to give them a service experience that consistently meets their expectations.

Exclusive to BSI, this Kitemark certification is based on British and international standards and regular measurement of customer satisfaction. It's for any organization that's committed to service excellence, and can be applied to all dimensions of service:

- Goods and services in B2C, B2B, public and charitable sectors
- Online, on premises and private face-to-face services
- Internal and external clients, consumers and stakeholders
- Business-to-consumer, business-to-business, and business-to-investor relationships
- All types of service, including financial services; health care; leisure and tourism; public services; retail and hospitality; travel and transport; and utilities, telecoms and media

Benefits of achieving BSI Kitemark certification

The BSI Kitemark has stood for quality and trust since 1903 and is recognized by 67% of UK consumers. The BSI Kitemark for customer service enables you to:

- **Develop** and embed a customer-first culture
- **Improve** customer acquisition and satisfaction
- **Increase** customer loyalty and advocacy
- **Enhance** your brand and reputation

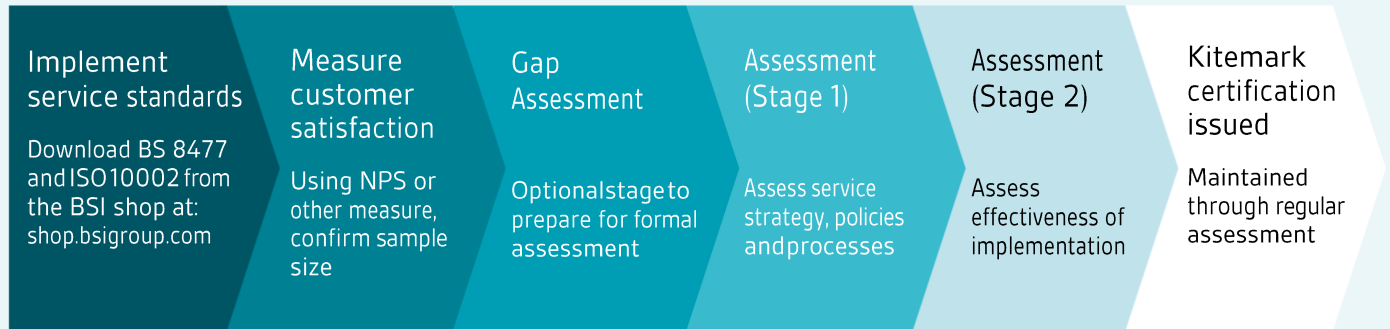
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How to achieve the Kitemark for customer service

Only organizations that meet the rigorous assessment criteria are awarded the coveted BSI Kitemark. The Kitemark for customer service certification is based on embedding the requirements of **BS 8477:2014** (customer service) and **ISO 10002:2018** (customer satisfaction).

There are five main steps to achieving the BSI Kitemark, including one recommended step to improve your preparation for assessment.



We'll support you throughout the process, so please get in touch to find out how we can help.

The proven success of adopting the BSI Kitemark™



75%

say the BSI Kitemark certification had helped them **attract new customers**



65%

say the BSI Kitemark had **increased sales**



80%

say the BSI Kitemark helped them to **improve customer satisfaction**



80%

see an improvement in their **business reputation**

Why BSI?



By Royal Charter

For over a century BSI has championed what good looks like and driven best practice in organizations around the world.

We developed several service standards to support organizations to consistently meet and exceed evolving customer expectations.

These include BS 8477 (customer service) and the BS ISO 10000 series (customer satisfaction). These service standards provide clear guidelines and benchmarks for good practice. They underpin the BSI Customer Service Kitemark, which is only awarded to organizations proven to deliver service excellence.

Find out more about the Kitemark for customer service

Call: +44 (0)345 0765 606

Visit: bsigroup.com/CSKM/uk