

67% of consumers and 74% of business buyers say they'll pay more for a great experience.



HOW CAN YOU GUARANTEE CUSTOMER SATISFACTION WITH CONTACT CENTER SERVICES? ENHANCE CUSTOMER SERVICE QUALITY WITH ISO 18295

BE THE BENCHMARK

Customer contact centres (CCC) services are becoming one of the most important tools in dealing with customers and are increasingly used, from FMCG to luxury goods and even the public sector.

The quality of services offered by a CCC affects not only current sales, but also customer loyalty and trust in the brand. Achieving the highest standards of customer service is a key element in building a good reputation for a company and gaining a competitive edge.

ABOUT ISO 18295

ISO 18295 is the first international quality standard dedicated to the contact center industry. Developed by the International Standardization Committee this standard replaced the European standard EN 15838. ISO 18295 is more structured and an ISO standard it is more consistent with the others commonly used by organizations, such as ISO's quality management system standards. The standard consists of two parts, ISO 18295-1 and ISO 18295-2.

ISO 18295-1 outlines the requirements for customer contact centres, and provides metrics (KPIs) that should be monitored by the CCC or the client, as well as recommendations on KPI best practice, goals and reporting. It also indicates the most important information that should be included in the contract between the CCC and the client.

ISO 18295-2 describes the requirements for client organizations using the services of customer contact centres.

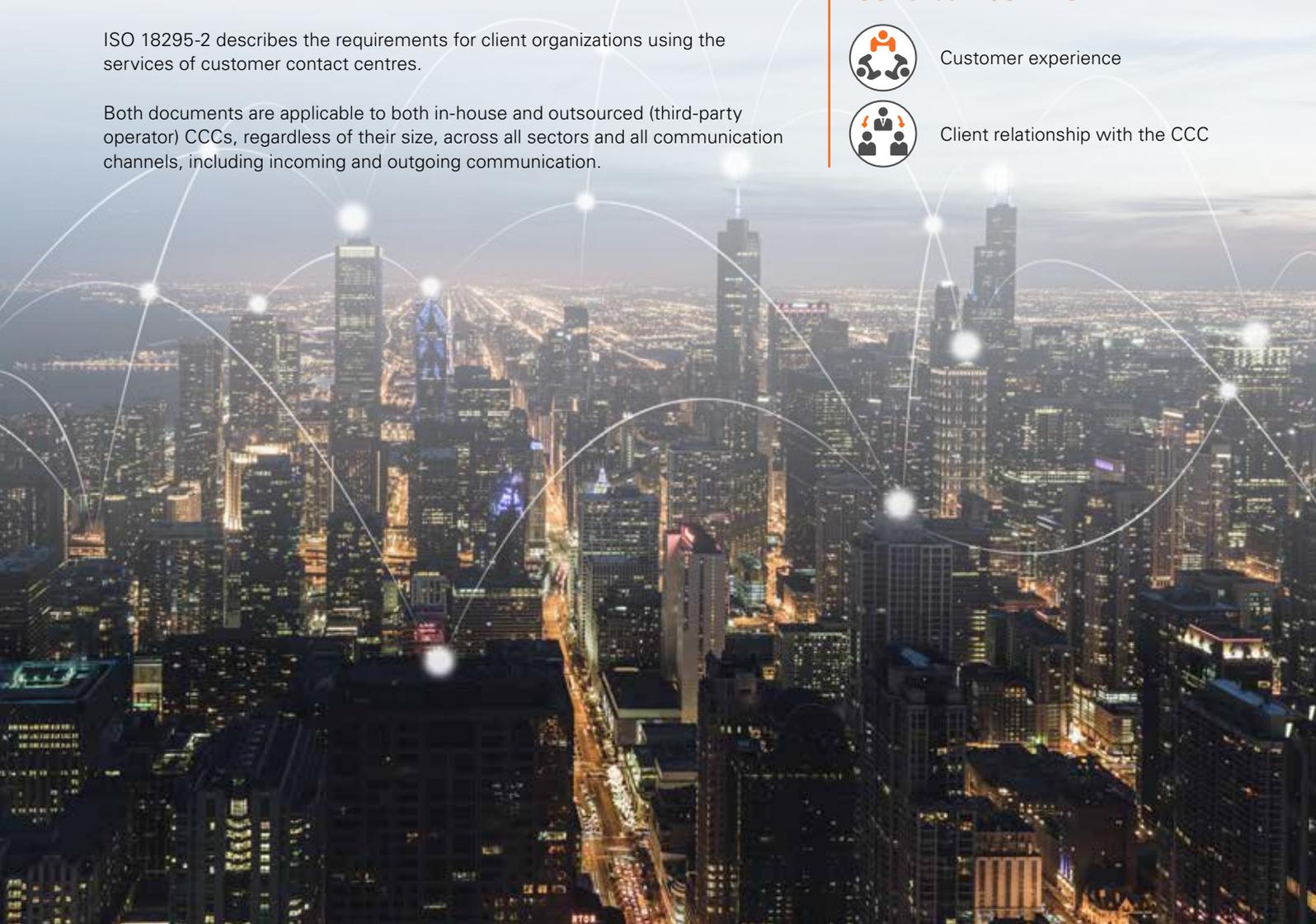
Both documents are applicable to both in-house and outsourced (third-party operator) CCCs, regardless of their size, across all sectors and all communication channels, including incoming and outgoing communication.

ISO 18295-1 COVERS:

-  Customer relationship requirements
-  Customer-focused leadership
-  Human resources
-  Operational processes
-  Service delivery infrastructure
-  Client relationship
-  Metrics guidelines
-  CCC-Client contract content

ISO 18295-2 COVERS:

-  Customer experience
-  Client relationship with the CCC



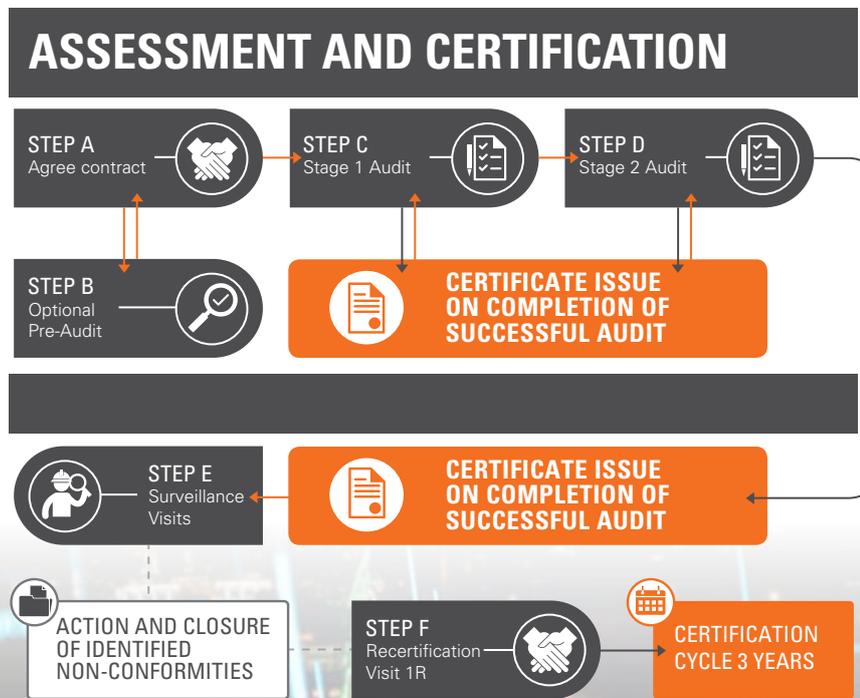
ISO 18295 BENEFITS

ISO 18295 implementation and certification can help:

- Create value for your organization, customers, employees and CCC
- Increase customer confidence and satisfaction
- Enhance organizational management
- Reduce operating costs
- Achieve greater competitiveness
- Raise awareness and improve employee skills
- Reduce employee turnover
- Improve problem identification and solving
- Provide externally validated evidence of professionalism

ISO 18295 audit and certification services contribute to the improvement of the quality of services offered by customer contact centers (CCC).

ISO 18295 CERTIFICATION PROCESS



TRAINING RELATED TO ISO 18295

SGS Academy offers open and dedicated training courses providing the knowledge and skills necessary to implement, maintain and continually improve management systems. ISO 18295 courses are designed to help clients become familiar with the requirements of the standard and create a compliant and effective CCC management system that meets market expectations. Our training programs are suitable for employees at all levels of competence and awareness, preparing a wide range of professionals - including consultants and auditors - for their everyday work with this standard.

Use this QR code to learn more about training programs and our training schedule.



SGS can provide a stand-alone pre-audit (gap assessment), which can be carried out independently of any certification activity. Gap assessment help an organization understand its readiness for a certification audit or assess compliance with the standard without certification.

HOW ELSE CAN WE HELP YOU?

SGS also offers a number of other services for the contact center, IT and telecommunication industries that support continuous improvement:

- Gap analysis against the requirements of ISO 18295: this is a very cost-effective option if you want to set-up a Customer Contact Centre Management System consistent with the requirements of the standard
- ISO/IEC 27001 Information Security Management System: certification, assessment and training services
- Integrated Management Systems: your management systems can be audited and certified simultaneously against relevant global standards
- Audit solutions against additional, bespoke performance criteria: SGS can help develop the performance criteria and checklist, or simply check performance against existing measures
- ISO 22301 Business Continuity Management System: certification, assessment and training services
- ISO/IEC 20000-1 IT Management System: certification, assessment and training services
- Evaluation of norm requirements and training services according to: ISO 31000 (Risk Management), ISO 10002 (Customer Satisfaction), ISO 37500 (Outsourcing), ISO 26000 (Social Responsibility)

WHY SGS?

SGS is the world's leading inspection, verification, testing and certification company. Recognized as the global benchmark for quality and integrity, we employ over 94,000 people and operate a network of more than 2,600 offices and laboratories around the world. We are constantly looking beyond customers' and society's expectations in order to deliver market leading services wherever they are needed.

Partnering with SGS contributes to the increase of process efficiency, better use of resources, cohesion in supply chains and more balanced customer relationships, which is fundamental for the sustainable development and success of the organization.

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WHEN YOU NEED TO BE SURE