



CUSTOMER CONTACT CENTER AUDIT, CERTIFICATION & TRAINING

SGS

HOW TO MANAGE CONSUMER CONTACT CENTER?

CUSTOMER CONTACT CENTER AUDIT, CERTIFICATION AND TRAINING

Contact center services (CCC) are becoming one of the most important customer contact tools to stimulate sales and after sales activities. Contact center systems are useful everywhere, from FMCG industry to the luxury goods, are useful even in the public sector. There is no universal contact center, suitable for all companies. However, there are common elements that are relevant to every marketing manager, sales manager or CEO, regardless of the industry and kind of product or service. If you plan to invest in a contact center system, don't forget about costs, technology and people. These are the main aspects, but the first step concerns the structure of the system. The structure of the system should meet the current needs, also must be flexible enough that no major limitation of (time, technical and financial) could be adapted to the changes, offered by the company in a competitive environment, the expectations of customers. Each system is tailored to individual project needs of the company, and these are in any case different.

EN 15838

The EN 15838 standard created by the initiative of European Commission due to the fact Customer contact centers (CCC), the CCCs do not always live up to the customers' expectations:

LONG QUEUING TIMES, FAILURE TO ANSWER QUERIES PROMPTLY AND EFFICIENTLY, AND CASES OF THE IMPERSONAL TREATMENT

The EN 15838 standard was approved by CEN (European Committee for Standardization) in October 2009.

The EN 15838 standard specifies the requirements For customer contact centers. The EN 15838 standard: CCC – Requirements for Service Provision is composed of a number of sections: management strategy and policy, rank and file staff members (the CCC agents), infrastructure, processes, customer satisfaction, and social responsibility. For each of these sections the standard formulates expectations that should be met by the CC which search their activities' certification that validates compliance with the standard.

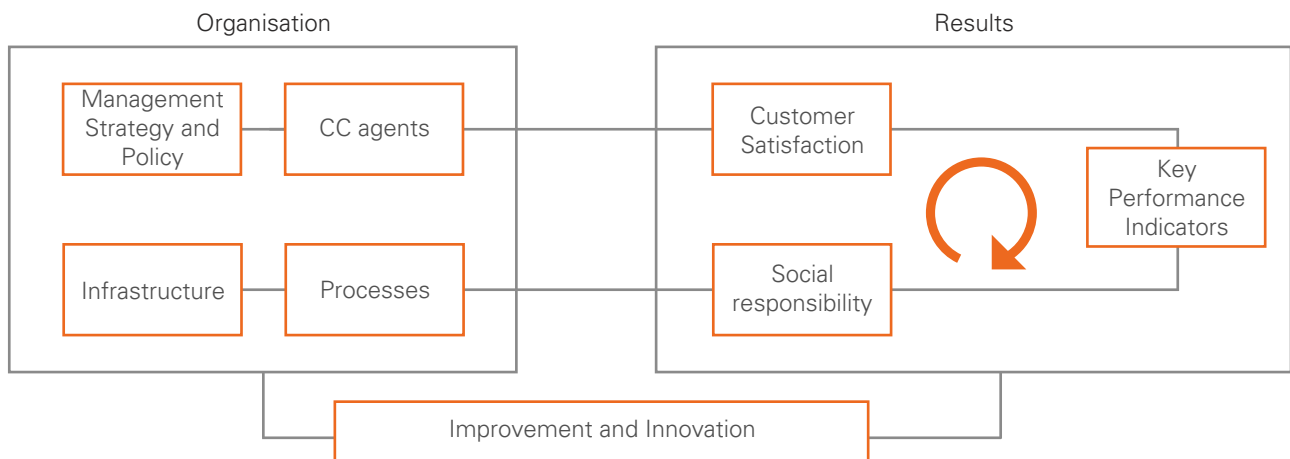
The standard includes recommendations on: the agents' selection, recruitment and training; standards of the CC organization and management; definition of procedures and processes; standards of quality monitoring, staff employment planning, and tasks' scheduling as well

as application of measures and reporting. The standard assumes that successes can be also achieved by coordinating management techniques with processes that make the most of resources. It determines, among others, agents' abilities and skills, basic recruitment standards, management standards, and standards of job sites. In the

standard one can find also the obligatory indicators of effectiveness, efficiency in contact centers (KPI). This standard applies to both in-house customer contact centers and the outsourcing ones.



CUSTOMER CONTACT CENTRE FRAMEWORK



THE BENEFITS

Benefits of EN 15838 certification:

- prestige boost for contact centers on the both local and international area
- increase in competitiveness
- trust increase among clients
- organization management improvement
- cost efficiencies through better processes
- opportunity for structured review of the CC's processes and procedures
- opportunity to harmonize the CC's processes and procedures
- increases chances for career advancement
- ensures business continuity.

Benefits for the contact center managers:

- helps to achieve international recognition
- professional documentation of achievements
- enhances manager's value to his/her organization
- allows to achieve a mastery level command of all the functional areas of contact center management
- sends strong message that the manager expects the same level of excellence from his/her team
- validates management strategies and practices.

Benefits for client organizations of outsourcing contact centers:

in time of selection process:

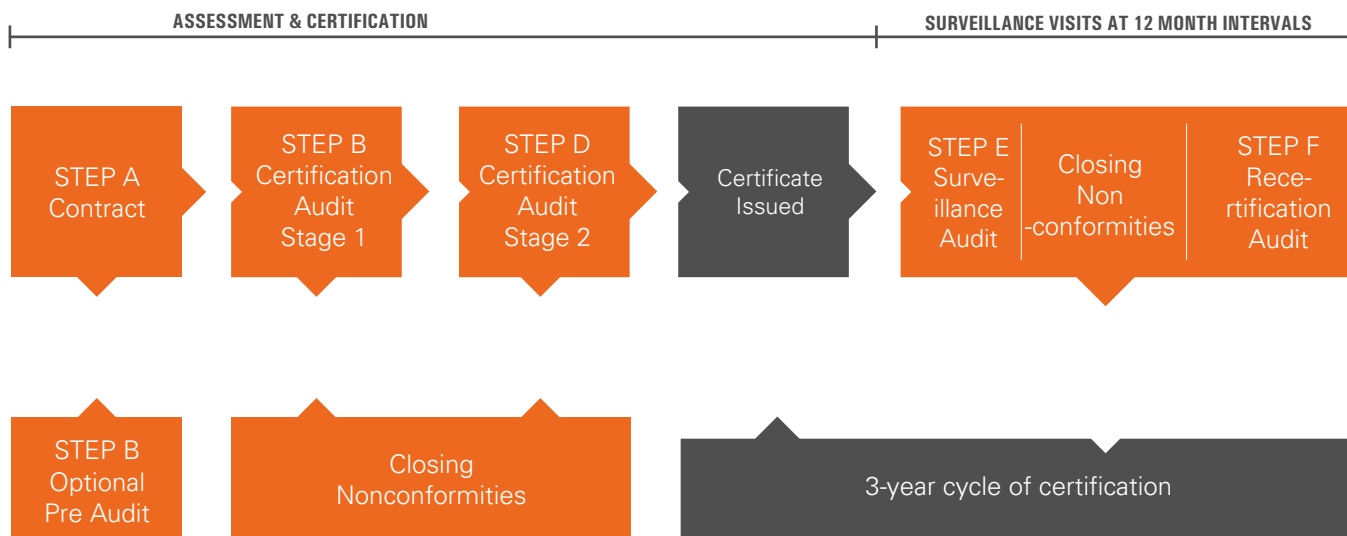
- easier criteria for selecting provider
- assurance of internally harmonized processes
- assurance of properly measured performance indicators

during (delivery):

- lower cost of control over the process
- lower risk of unwanted behaviors.



EN 15838 CERTIFICATION PROCESS



HOW DOES THE CERTIFICATION PROCESS LOOK LIKE?

The EN 15838 certification process consists of the following six steps:

Step A – SGS provides you with a proposal based on the size and nature of your organisation. You can then proceed with the audit by accepting the proposal.

Step B – You may ask SGS to perform a pre-audit or a gap assessment to give an indication of the readiness of your organisation for the audit. This stage is optional, yet it is often found useful in identifying any weaknesses in your systems and in building confidence before the formal audit.

Step C – The first part of the formal audit is the 'Stage 1 – Readiness Review'. This lets us evaluate the compliance of your documented system with the

requirements of the standard to better understand the nature of your organisation, to plan the rest of the audit as effectively as possible and to initially examine key elements of the system. You will receive a report after this stage identifying any concerns or observed non-compliances so that you can take immediate action if required.

Step D – This is 'Stage 2' of the initial audit process. The audit includes interviews with you and your colleagues and examination of records. Observation of your working practices determines how compliant your actual processes are with the standard and with your own documentation system. At the end of this stage, we will present the findings of the audit classified as either major or minor non-conformances along with other observations and opportunities for improvement. Once you have addressed the non-conformities, a technical review of the audit will then be conducted by an authorised SGS Certification Manager to confirm the issuance of a certificate.

Step E – Our surveillance visits will be scheduled at twelve month intervals. During the visits, we review the implementation of the action plan addressing the past non-conformities and examine certain mandatory and other selected parts of the system in line with an audit plan that we provide you before each visit.

Step F – Shortly before the third anniversary of the initial certification, our routine visit will be extended to enable a re-certification audit. Surveillance visits will then continue, as before, on a 3-year cycle.

SGS can provide a stand-alone pre-audit (gap assessment), which can be carried out independently of any certification activity.

PRE-AUDIT OR GAP ASSESSMENT HELPS AN ORGANISATION UNDERSTAND ITS READINESS FOR A CERTIFICATION AUDIT



TRAINING RELATED TO EN 15838

The EN 15838 courses are designed to: help clients in becoming familiar with requirements of the standard; to introduce value added resulting from the proper service-quality oriented management of the CCCs; as well as to prepare a wide range of professionals, such as consultants and auditors, for their everyday functions and tasks related to this standard.

The trainings offered are complementary to our certification services as well. Thanks to essential substantive knowledge shared by our training coaches we would like to help our clients in a process of designing and establishing their management systems in compliance with the EN 15838 standard; in preparation for their certification processes, and in building and sustaining the efficient CCC system that meets expectations of the market.

We offer four types of the EN 15838 training courses:

- The EN 15838 Requirements – the CCC Quality Management (1 day) – training designed for individuals interested in the standard, its requirements and applications. This course provides an overview of the standard and general knowledge about the Customer Contact Center operations.
- Preparation to the CCC Certification in accordance with EN 15838 Requirements (2 days) – training for consultants and implementation managers who intend to team up with the Contact Centers in a process of implementing the standard. This course combines lectures with practical training in a workshop formula.
- Internal Auditor of the CCC Quality Management System in accordance with EN 15838 Requirements (2 days) – training for individuals who intend to serve the function of internal auditors

of the CCC system in accordance with requirements of the standard. This training is designed to prepare, in a practical way, for conducting effective internal audits.

- Lead Auditor of the CCC Quality Management System in accordance with EN 15838 Requirements (3 days) – training for the active ISO 9001 and/or ISO/IEC 27001 lead auditors who plan to perform this functions within their organizations or who intend to provide their services by themselves in their own accounts. This training is addressed to individuals proficient in English, working at ease with documents in this language.

Training courses for the internal or lead auditor end with examinations. Positive results of these examinations lead to issuing the internal or lead auditor certificate, respectively, by the SGS certification body.

PLEASE VISIT **SGS ACADEMY TO
VIEW THE COURSE SCHEDULES
IN YOUR REGION**

OTHER SERVICES RELATED TO CUSTOMER CONTACT CENTER EN 15383

SGS is also known for its solutions related to other services for contact center, IT and telecommunication sector and quality management systems in order to achieve continuous improvement:

- Gap analysis against the requirements of EN 15383: this is a very cost-effective option if you want to set-up a Customer Contact Center Management System standard consistent with the requirements of either 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 with a few management systems that you have implemented.
- Audit solutions against additional, bespoke performance criteria:

SGS can help develop the performance criteria and the 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.
- ISO 31000 (risk management), ISO 10002 (clients satisfaction), ISO 37500 (outsourcing), ISO 26000 (social responsibility) evaluation of norm requirements and training services.

WHY SGS?

SGS is the world's leading inspection, verification, testing and certification company. Recognised as the global benchmark for quality and integrity, we employ over 85 000 people and operate a network of more than 1 800 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 opens the door to better performing processes, increasingly skilful talent, consistent and compliant supply chains and more sustainable customer relationships delivering competitive advantage. Work with the global leader and take your commitment to the next level. We have a history of undertaking and successfully executing large-scale, complex international projects. With a presence in every single region around the globe, our people speak the language and understand the culture of the local market and operate globally in a consistent, reliable and effective manner. We are the global leader in Management Systems certification and the most widely accredited certification body.

TO LEARN HOW SGS CAN HELP YOU CONTINUOUSLY IMPROVE CUSTOMER CONTACT CENTER MANAGEMENT SYSTEM, VISIT WWW.SGS.COM OR CONTACT SGS.POLAND@SGS.COM



WWW.SGS.COM
WWW.SGS.PL

WHEN YOU NEED TO BE SURE

SGS