

ISO/TC 312

EXCELLENCE IN SERVICE

Customer Satisfaction is **not** enough!

If you want to be known as a market leader and rated among the best worldwide then customer satisfaction alone is not enough. If you want to increase customer and employee engagement then this ISO/TC 312 “Excellence in service” provides the necessary concepts, guidelines and tools to achieve it.

WHAT IS SERVICE EXCELLENCE?

Excellent service organizations create and add exceptional value to their stakeholders by understanding, satisfying and exceeding their needs and expectations. In order to achieve this it is essential to manage the whole organization around the customer/ stakeholder and the experience offered. Organizations who know and do this will continually be successful and stay ahead of the competition.

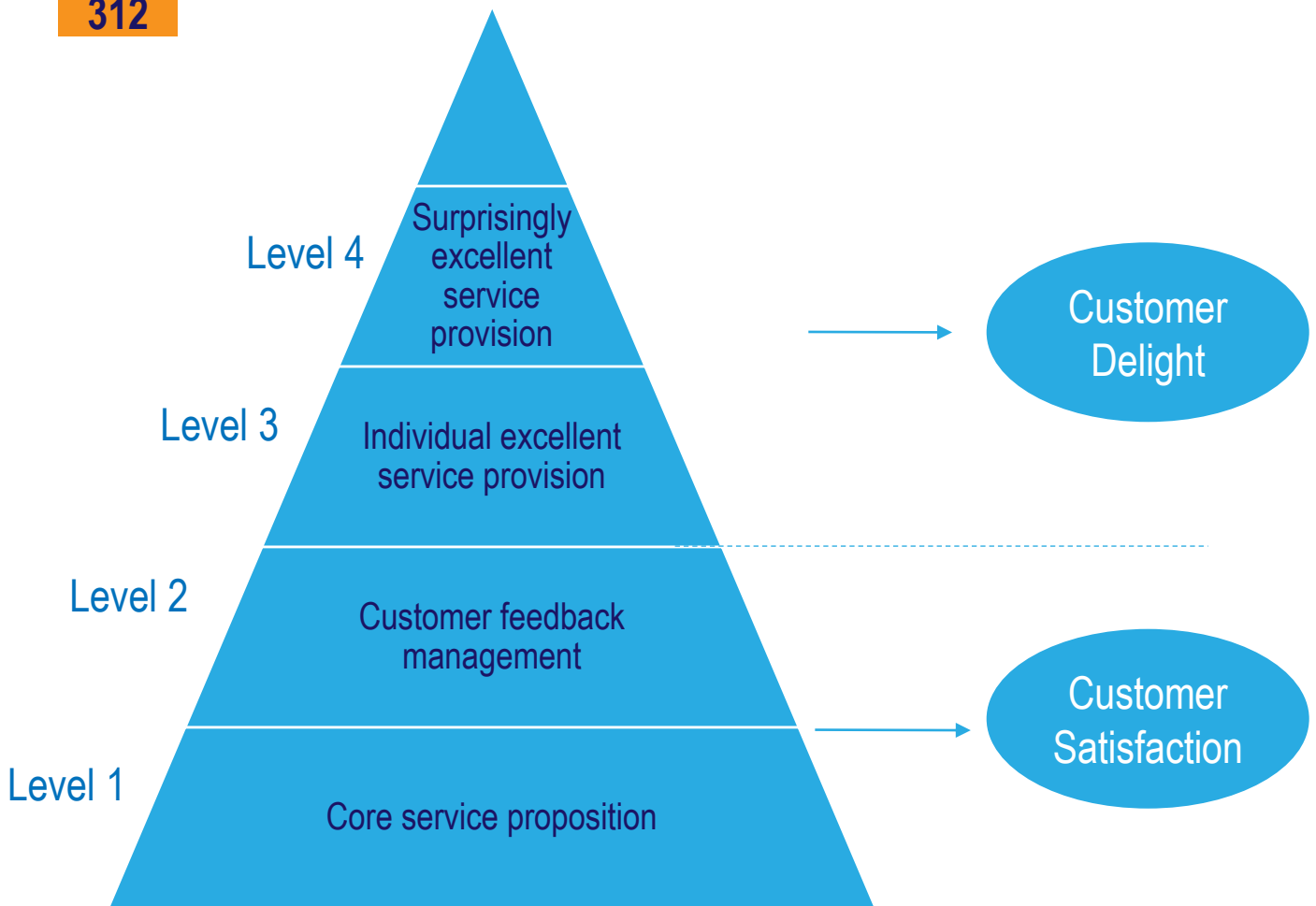
Who it is for?

Companies of all sizes that deliver services to customers and stakeholders. It also applies to public sector and non-profit organizations.

BENEFITS OF ISO/TC 312

- Competitive differentiation and improved financial performance through the co-creation of services with the stakeholders
- Higher growth of service excellence and customer centricity reputation
- Improved customer preference
- Establishment and strengthening of long-term customer relationships (leading to a greater propensity to remain, repurchase and recommend as well as reducing the churn rate)
- Improved brand strengths including positive brand awareness
- Better management of networks with subcontractors
- Increased operational efficiency
- Cost-saving potential in the long term (e.g. lower failure costs, easier sale conversions and reduced advertising expenses for acquiring new customers)
- An excellent employer brand (leading to improved recruitment opportunities, higher levels of staff engagement and improved employee retention)
- A better understanding of needs and expectations leading to improved stakeholder co-operation and engagement

The Service Excellence Pyramid



The Service Excellence pyramid consists of four levels. Levels 1 and 2, fulfill the promises made to the customers, while Levels 3 and 4, exceed customer expectations by delivering excellent services. The aim of ISO/TC312, is to develop standards that enable organizations to create outstanding customer experience.

ABOUT ISO



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