

Briefing Note

Customer Satisfaction is not Enough

If you want to be known as a market leader and rated among the best worldwide for then customer satisfaction alone is not enough. If you want to increase customer and employee engagement then this committee ISO/ TC312 “Excellence in service” provides the necessary concepts, guidelines and tools to achieve it.

Today’s service organizations must concentrate their efforts on optimizing their customer touchpoints and finding innovative, excellent service solutions for creating outstanding customer experiences resulting not only in customer satisfaction, but also in customer delight.

What is Excellence in Service?

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 to stay ahead of competition.

What is in the focus of ISO/TC 312?

- ISO/TC 312 is the ISO Technical Committee for Excellence in Service responsible for the development of an international model for services excellence.
- It also focuses on how to describe concepts, approaches and measures on designing, managing, implementing and measuring excellent services and outstanding customer experiences for all service organizations including the public sector.
- The work of ISO/ TC 312, reflects the best practices in service excellence offering a common language and a reliable decision making framework enabling consistency in this field.

Who are the intended users of the standards?

The standards are intended to be generally applicable to companies of all sizes that deliver services to customers and stakeholders. It also applies to the public sector and nonprofit organizations.

What are the key benefits from the ISO/ TC312 standardisation work?

ISO/TC 312 has the potential to generate the following benefits:

- Competitive differentiation and improved financial performance through the co-creation of services with the stakeholders
- Enhanced customer centricity and excellent brand reputation
- Improved customer preference
- Customer loyalty and long-term customer relationships(leading to a greater propensity to remain, repurchase and recommend as well as reducing the churn rate)
- 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)

The Service Excellence hierarchy

The Service Excellence pyramid is shown in Figure – 1, below. 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.

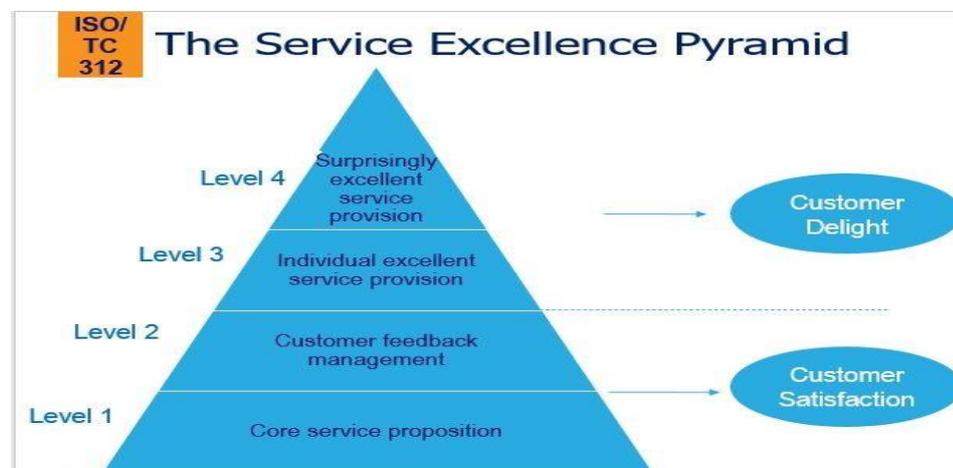


Figure 1 – The Service Excellence Pyramid

Who is engaging in ISO/TC 312?

The standards are developed by an international cross-sector expert technical committee consisting of delegations from more than 33 national standardization bodies (16 participating and 17 observing Members).

If you are interested in taking part in the committee, please visit <https://www.iso.org/committee/6721315.html>

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