

## ► The importance of ISO in delivering customer service

ISO Management System compliance changes the mind-set of those within the organisation so they stay tuned to what really makes a business work; customer service and continual improvement.

**ISO Management System Standards form a set of globally recognised principles that help companies inject quality into the heart of their operations. Compliance to the Standards not only drives innovation and improves business operations but also brings companies closer to what matters most- their customers.**

Managed IT service providers are beginning to recognise the value of ISO Standards as a commercial differentiator in the marketplace and many have taken the initiative to earn an ISO 9001 certification. This is the world's most popular standard and outlines the measures for a quality management system. ISO 9001 can be used by any organisation, regardless of size or sector and covers documentation and records procedures as well as product realisation, management protocols and continuous improvement.

ISO 9001 is so effective in keeping business operations in ship shape

that most companies can't do business without it. Customers also feel assured that basic organisational strategies are in place and that a competent organisation is bidding for work.

This certification is also beneficial for the internal wellbeing of companies. It ensures that service providers are not operating in chaos. Everybody knows what their roles and responsibilities are and can measure their importance.



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However, once ISO 9001 is adopted within an organisation most companies will stop pursuing other Standards because they don't see any value in the investment. Why bother if customers aren't asking for more than ISO 9001?

Investing time in attaining further ISO Standards brings businesses closer to achieving excellence. Why stop at satisfying customers when you can wow them and exceed their expectations? If a business is run efficiently and to a high standard, the service it delivers to customers will match those standards.

Growing and improving business operations are on-going processes and there's always more that can be done to provide service improvements to customers. Existing arrangements that worked for a small company aren't sustainable for one that's expanding rapidly and ISO Management System Standards provide a solid platform to prepare for growth and support.

While other competitors stick to ISO 9001, Comms-care has gone the extra mile to pursue other Standards, which combined together have helped to build the company's reputation for service and quality. Among them is ISO 20000 - which is the IT Service Management Standard. This helps Comms-care focus its processes, procedures and structures into a framework that works for channel partners as well as its employees.



## Why stop at satisfying customers when you can wow them and exceed their expectations?

The company has also attained ISO 27001 and ISO 14001 certifications. ISO 27001 is the Security Management certification that helps to build confidence among customers and to preserve company security assets. Comms-care has already planned its path for transition to the new (2013) version of ISO 27001. ISO 14001 outlines crucial environmental standards and ensures companies remain a good corporate citizen when delivering services to customers.



Comms-care also incorporates the IT infrastructure library (ITIL), which is an industry recognised set of best practices, focussed on efficiency and service delivery. Comms-care is continually developing its capabilities around ITIL and has implemented ITIL best practices within the business, ensuring it remains at the forefront of service delivery.

The next step is to achieve the latest business continuity Standard, ISO 22301. This gives Comms-care a proper framework for coping during major incidents to ensure there's always a recovery plan for unplanned incidents. ISO 22301 is about continuing to provide support services to channel partners in a planned and thought out manner with appropriate support in place, even when the unexpected happens.

The requirements for ISO Management System Standards allows businesses to step back and think about quality and what it means to its organisation, to reinforce and share certain messages. It's also

about customer requirements – to serve customers well and to serve them effectively time and time again. ISO compliance helps to restructure a mind-set and to change the way people behave within organisations. It boosts customer confidence and builds reputations. Most importantly, it shows people that a company is taking itself seriously and it cares about its customers.



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