



SOCIAL RESPONSIBILITY



CUSTOMER SATISFACTION



BUSINESS CONTINUITY



HUMAN CAPITAL



FURTHER EXCELLENCE



CUSTOMER FOCUS



CONTINUAL IMPROVEMENT



COMPETITIVE ADVANTAGE



SERVICE QUALITY

HOW DO YOU ENSURE YOUR CUSTOMER CONTACT CENTRE IS BEST-OF-BREED?

CUSTOMER CONTACT CENTRE AUDIT, CERTIFICATION AND TRAINING SERVICES

SGS

DELIVER HIGH QUALITY, EFFECTIVE AND COST EFFICIENT CUSTOMER CONTACT SERVICES TO MEET CUSTOMER EXPECTATIONS



CUSTOMER SATISFACTION

Customer contact centre (CCC) services are becoming one of the most important tools for stimulating sales and managing after sales activities. Today, they can be found in almost every industry, from FMCG to luxury goods, and the public sector. With such broad applications, there is no one model that suits all companies. However, there are common elements that are relevant to every marketing manager, sales manager or CEO.

If you plan to invest in a CCC, consideration must be given to the potential costs, the technology used and the people who will operate it. All three must work together efficiently for a CCC to be effective. The first step concerns the structure of the system. Thinking ahead, the structure of a system must not only meet current needs, but also be flexible enough to adapt and develop to future needs. Hence, it is important to future-proof a CCC. In competitive industries a company will grow and change to meet market demands and customer expectations. Every CCC system is tailored to the individual needs of a company.

EN 15838

The EN 15838 standard was developed in response to the proliferation of CCCs and poor standards of service experienced by consumers. Historically, CCCs have been dogged by long queuing times, a failure to answer queries promptly and efficiently, and impersonal treatment.

EN 15838 was approved by CEN (the European Committee for Standardisation) in October 2009. It specifies the requirements for customer contact centres.

EN 15838: CCC – Requirements for Service Provision, specifies the standards a CCC is expected to achieve to gain certification and the ongoing implementation of which validates compliance with the standards. It is composed of a number of sections:

- Management strategy and policy
- Rank and file staff members (the CCC agents)
- Infrastructure
- Processes
- Customer satisfaction
- Social responsibility

**HISTORICALLY, CCCS
HAVE BEEN DOGGED BY
LONG QUEUING TIMES,
A FAILURE TO ANSWER
QUERIES PROMPTLY
AND EFFICIENTLY,
AND IMPERSONAL
TREATMENT**

The standard includes recommendations on:

- Agent selection, recruitment and training
- Standards of the CC organisation and management
- Definition of procedures and processes
- Standards of quality monitoring, staff employment planning, and task scheduling, as well as application of measures and reporting

The standard assumes that success can be achieved by coordinating management techniques with processes that make the most of resources. It defines, amongst other things:

- Agents' abilities and skills
- Basic recruitment standards

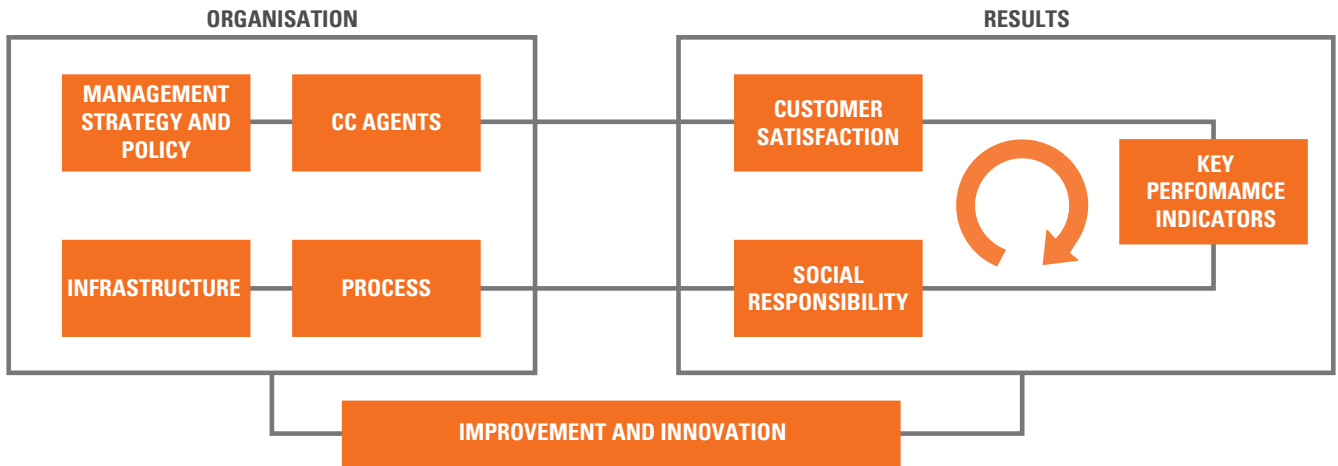
- Management standards
- Standards at job sites

In addition, the standard also defines the key performance indicators (KPIs) for effectiveness and efficiency in contact centres. The standard applies to both in-house and outsourced CCCs.



CUSTOMER FOCUS

CUSTOMER CONTACT CENTRE FRAMEWORK



THE BENEFITS

Benefits of EN 15838 certification:

- Prestige boost for contact centres both locally and internationally
- Increased competitiveness
- Increased trust for clients
- Improved organisational management
- Cost efficiencies, through better processes
- Opportunities for structured reviews of a CCC's processes and procedures
- Opportunities to harmonise a CCC's processes and procedures
- Increased chances for career advancement
- Improved business continuity

Benefits for contact centre managers:

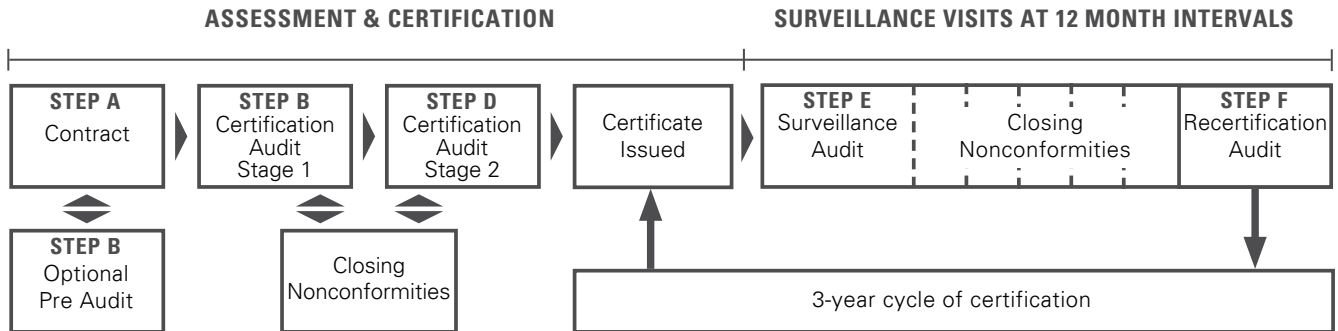
- Helps to achieve international recognition
- Professional documentation of achievements
- Enhances the individual's value to his/her organisation
- Allows him/her to master all the functional areas of contact centre management
- Sends a strong message that the manager expects the same level of excellence from his/her team
- Validates management strategies and practices

Benefits for client organisations of outsourced contact centres:

- During the selection process, providing:
 - Easier criteria for selecting a provider
 - Assurance of internally harmonised processes
 - Assurance of properly measured performance indicators
- During delivery, providing:
 - A lower cost of control over the process
 - A lower risk of unwanted behaviours



HUMAN CAPITAL



HOW THE CERTIFICATION PROCESS WORKS

The EN 15838 certification process consists of six steps:

- Step 1** – SGS provides you with a tailored proposal based on the size and nature of your organisation. You can then proceed with the audit by accepting the proposal.
- Step 2** – 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 3** – 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 4** – 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 5** – Our surveillance visits will be scheduled at 12 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 6** – 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 three-year cycle.

SGS can provide a stand-alone pre-audit (gap assessment), which can be carried out independently of any certification activity. Gap assessment helps an organisation understand its readiness for a certification audit.

PRE-AUDIT OR GAP ASSESSMENTS HELP AN ORGANISATION UNDERSTAND ITS READINESS FOR A CERTIFICATION AUDIT



SERVICE QUALITY

TRAINING RELATED TO EN 15838

EN 15838 courses are designed to help clients to become familiar with requirements of the standard. The training will introduce clients to the value added by employing the service/quality oriented management of a CCC, and prepare a wide range of professionals, such as consultants and auditors, for the everyday functions and tasks related to this standard.

The training courses offered are complementary to our certification services. Thanks to the extensive knowledge and experience of our training team, we can help clients throughout the process of designing and establishing their CCC management systems in compliance with the EN 15838 standard, in preparation for their certification processes, and help them build and sustain an efficient system that meets market expectations.

We offer four EN 15838 training courses:

- The EN 15838 Requirements – 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 Customer Contact Centre operations
- Preparation for CCC Certification in accordance with EN 15838 Requirements (2 days) – training for consultants and implementation managers who intend to team up with contact centres in the process of implementing the standard. This course combines lectures with practical training in a workshop formula

- Internal Auditor of a CCC Quality Management System in accordance with EN 15838 Requirements (2 days) – training for individuals who intend to fulfil the function of internal auditors of CCC systems, 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 a CCC Quality Management System in accordance with EN 15838 Requirements (3 days) – training for active ISO 9001 and/ or ISO/IEC 27001 lead auditors who plan to perform this function within their organisation or who intend to provide their services as freelance consultants. This training is addressed to individuals proficient in English, working at ease with documents in this language

Training courses for internal and lead auditors end with examinations. Successful completion of the examination results in the issue of an internal or lead auditor certificate, respectively, by SGS.

To learn more about training for EN 15838, visit www.sgs.com/training or contact training@sgs.com.



COMPETITIVE ADVANTAGE



FURTHER EXCELLENCE

RELATED SERVICES

SGS is also known for its solutions relating to other services for the contact centre, IT and telecommunication sectors, as well as quality management systems, in order to achieve continuous improvement:

- Gap analysis against the requirements of EN 15838: 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
- ISO 31000 (Risk Management), ISO 10002 (Customer 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.

Enhancing processes, systems and skills is fundamental to your ongoing success and sustained growth. We enable you to continuously improve, transforming your services and value chain by increasing performance, managing risks, better meeting stakeholder requirements and managing sustainability.

With a global presence, we have a history of successfully executing large-scale, complex international projects. Our people speak the language, understand the culture of the local market and operate globally in a consistent, reliable and effective manner.

To learn how SGS can help you to continuously improve your customer contact centre management system, visit www.sgs.com or contact certification@sgs.com for more information.

WWW.SGS.COM

WHEN YOU NEED TO BE SURE

SGS