



SLOVENSKI STANDARD
oSIST prEN ISO 18295-1:2016
01-julij-2016

Klicni centri - 1. del: Zahteve za klicne centre (ISO/DIS 18295-1:2016)

Customer contact centres - Part 1: Requirements for customer contact centres (ISO/DIS 18295-1:2016)

iTeh STANDARD PREVIEW

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Centres de contact avec les clients - Partie 1: Exigences relatives aux centres de contact clients (ISO/DIS 18295-1:2016)

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03.080.30 Storitve za potrošnike Services for consumers

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Customer contact centres —

Part 1: Requirements for customer contact centres

Centres de contact avec les clients

ICS: 03.080.30

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ISO/CEN PARALLEL PROCESSING

This draft has been developed within the International Organization for Standardization (ISO), and processed under the **ISO lead** mode of collaboration as defined in the Vienna Agreement.

This draft is hereby submitted to the ISO member bodies and to the CEN member bodies for a parallel five month enquiry.

To expedite distribution, this document is circulated as received from the committee secretariat. ISO Central Secretariat work of editing and text composition will be undertaken at publication stage.

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2. www.iso.org/directives

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Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: [Foreword - Supplementary information](#)

The committee responsible for this document is ISO/PC 273, Customer contact centres.

ISO 18295 consists of the following parts, under the general title Customer contact centres:

Part 1: Requirements for customer contact centres

Part 2: Requirements for using the services of customer contact centres

Introduction

The ongoing success and development of any organization relies on its understanding of the expectation levels and perceptions of its customers. The results of specific consumer research by ISO's Consumer Policy Committee (COPOLCO) prompted an initial request to member bodies to assess the interest in a customer-focused contact centres standard.

Service standards are an important element of service management excellence; they help clarify expectations for clients and employees, enable performance management, and support client and customer satisfaction. ISO 18295-1 specifies requirements and gives guidance for in-house (captive) contact centres and outsourced contact centres (third party providers). It is intended to be used for any customer interaction with a customer contact centre (CCC).

Implementation of ISO 18295 Parts 1 and 2 will create value for the customer, the client, the employee and the CCC, improving the robustness and efficiency of the service and the client / CCC relationship, and therefore enabling the CCC to deliver a higher level of customer experience on behalf of the client.

ISO 18295 comprises two parts (see Figure 1).

ISO 18295-1 specifies requirements for customer contact centres (CCC) which are either in-house or managed by an outsourcer.

ISO 18295-2 specifies requirements for the client organization that mandates the CCC (in-house CCC and/or the outsourcer). It deals with certain aspects of products and services which remain the responsibility of the client organization, rather than the CCC.

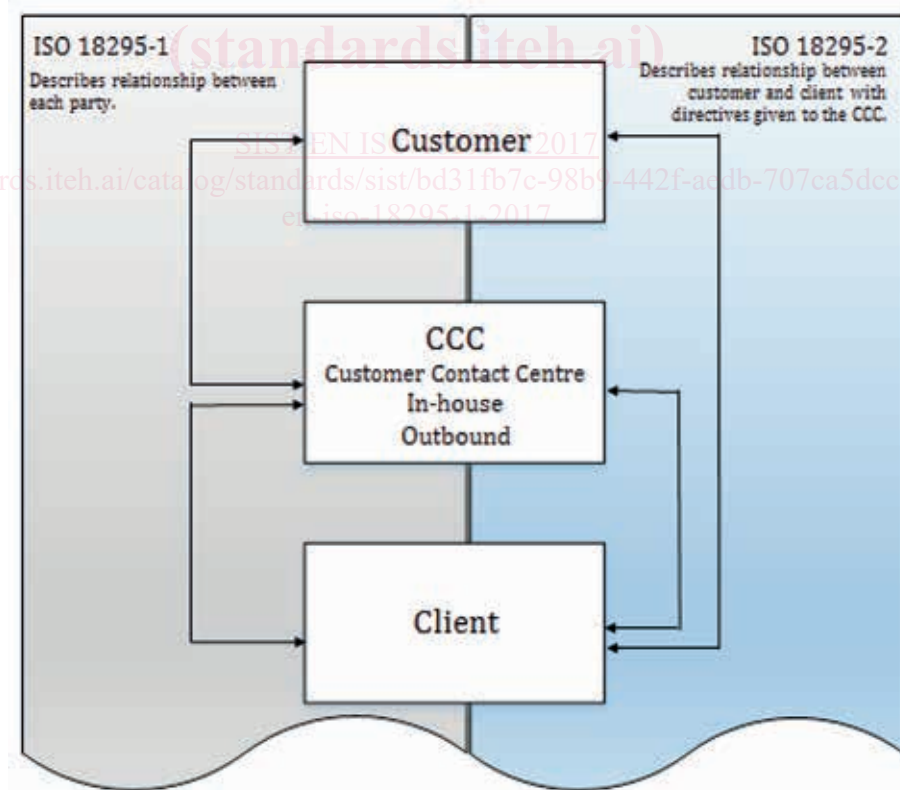


Figure 1

Customer contact centres —

Part 1: Requirements for customer contact centres

1 Scope

ISO 18295-1 specifies service requirements for customer contact centres (CCC). It specifies a framework for any CCC that aims to assist in providing clients and customers with services that continuously and proactively meet or exceed their needs.

ISO 18295-1 is applicable to both in-house (captive) and outsourced (third party operator) CCCs, of all sizes, across all sectors and all interaction channels including inbound and outbound. It specifies performance metrics as and where required.

2 Normative references

There are no normative references.

3 Terms and definitions

3.1

agent

CCC staff member who handles customer contacts

3.2

channel

means by which a customer is able to interact with a CCC e.g. web-chat, e-mail, voice etc.

3.3

client

organization which commissions the CCC to deliver customer interactions on its behalf

Note 1 to entry: to entry A client can be part of the same organization as the CCC as well as an organization that outsources part or all of its CCC activities.

3.4

customer contact centre

CCC

organization (in-house or outsourced) which provides customer contact services, on behalf of a client organization, to their customers

3.5

customer

organization or person that receives a product or service

Note 1 to entry: A customer can be internal or external to the organization, e.g. consumer, end user, beneficiary or purchaser.

Note 2 to entry: For the purposes of this part of ISO 18295, the term customer includes potential customers.

3.6

inbound

contact with the CCC initiated by a customer

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3.7

outbound

contact initiated by the CCC with a customer

4 Customer relationship requirements

4.1 General

Customers who interact with the CCC will have a variety of needs. The CCC shall, on behalf of the client, deliver positive customer experiences which meet their customers' needs.

The CCC shall ensure that it is accessible, reliable and responsive to customer needs and that all customer interactions are consistent across available CCC communication channels.

4.2 Communication of information to customers

The CCC shall ensure that all information it provides to the customer is accurate, relevant and easily understood. When communicating with customers, the CCC shall take into account the customer's:

- a) language
- b) literacy
- c) speech, hearing or visual impairment
and act appropriately.

In addition, the CCC should consider where and in what format the information is presented.

The CCC shall deal with all customer interactions within a communicated time frame and aligned to a defined customer related process as set out in 7.2. When the CCC is unable to immediately resolve a query, it shall provide the customer with:

- a) the estimated wait time for a response
- b) details of the department/role/function that will be responsible for resolution
- c) regular status updates to the customer's request or need
- d) an alert when delays are incurred and an amended action plan for resolution

4.3 Measuring and monitoring of customer experience

Wherever possible (unless specifically prevented) the CCC shall take action to understand the customer experience with the CCC.

Customer experience with the CCC can be measured using a variety of methods which include employee feedback, customer satisfaction surveys, complaints analysis, social networks feedback, customer recommendations and similar measurement tools. Measuring of customer experience shall assess at least the following elements:

- a) overall customer satisfaction - and reasons for outcome
- b) satisfaction with agent interaction and fulfilment

NOTE Guidance on monitoring and measuring can be found in ISO 10004 Quality management - Customer satisfaction - Guidelines for monitoring and measuring.

4.4 Complaints handling

The CCC shall establish an effective and efficient process for handling complaints about:

- a) the CCC
- b) client related products / service

Clear information about where and how to complain and how complaints will be handled, shall be made readily available to customers.

The CCC shall ensure all complaints are:

- a) logged and categorised correctly
- b) investigated and acted upon within the set time frames defined for resolution
- c) escalated within the defined resolution time limit
- d) Closed with appropriate feedback provided to the customer on the resolution and outcome achieved.

The CCC shall use information from complaints to improve service delivery, as part of a continual improvement plan.

NOTE Guidance on complaints handling can be found in ISO 10002 Quality management systems - Customer satisfaction - Guidelines for complaints handling in organizations.

4.5 Customer protection

The CCC shall ensure that the identity of the client is made clear in each interaction. Where confidential information is to be shared, the CCC shall ensure the agent is communicating with the correct customer. The CCC shall provide clear information to the customer about any costs related to the contact that will be incurred in addition to normal rate.

The CCC shall not use pressure selling tactics and shall not exploit customers. The CCC shall inform customers of pertinent legal and financial implications and potential consequences of their actions, including, but not limited to, those related to contractual transactions.

The CCC shall ensure that for outbound calls:

- a) where a customer's details are on the national 'do not contact' registry, the customer's details are removed from the campaign database and the customer is not contacted
- b) procedures are in place to minimize aborted contacts by a dialler;
- c) the correct customer has been contacted and the customer is given an option to continue
- d) the purpose of the contact is given at the beginning
- e) a contact that is not wanted by the customer is terminated and the customer is not contacted again
- f) marketing / sales calls are not disguised as market research
- g) telephone contacts are made within nationally accepted time frames, except where the customer has requested a different contact time.

The CCC shall provide clear information to the customer about any costs that will be incurred.

NOTE Waiting times / queue should be free of charge for the customer