



**SLOVENSKI STANDARD**  
**oSIST prEN ISO 18295-2:2016**  
**01-julij-2016**

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**Klicni centri - 2. del: Zahteve za uporabo storitev klicnih centrov (ISO/DIS 18295-2:2016)**

Customer contact centres - Part 2: Requirements for using the services of customer contact centres (ISO/DIS 18295-2:2016)

iTeh STANDARD PREVIEW  
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Centres de contact avec les clients - Partie 2: Exigences relatives à l'utilisation des services des centres de contact clients (ISO/DIS 18295-2:2016)

<https://standards.iteh.ai/catalog/standards/sist/3c9777a1-f886-4740-bfee-d4891452ddb8/sist-en-iso-18295-2-2016>

**Ta slovenski standard je istoveten z: prEN ISO 18295-2**

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**ICS:**

03.080.30	Storitve za potrošnike	Services for consumers
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**oSIST prEN ISO 18295-2:2016**

**en,fr,de**



# DRAFT INTERNATIONAL STANDARD

## ISO/DIS 18295-2

ISO/PC 273

Secretariat: **SABS**Voting begins on:  
**2016-05-12**Voting terminates on:  
**2016-08-11**

### Customer contact centres —

## Part 2: Requirements for using the services of 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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## ISO/DIS 18295-2:2016(E)

## 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 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

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 18952 consists of the following parts, under the general title *Customer contact centres*:

- *Part 1: Requirements for customer contact centre*
- *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 18295-2 specifies requirements and gives guidance for employing the services of in-house (captive) centres and outsourcers (third party providers) on behalf of customers. It is intended to be used for any customer interaction with a CCC. Implementation of ISO 18295 will create value for the customer, the client, the employee and the CCC - improving the robustness and efficiency of service, 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 18295-2 specifies requirements for the client organization that mandates the CCC (in-house CCC and/or the outsourcer). A CCC is not responsible for certain aspects of products and services which remain the responsibility of the client organization.

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

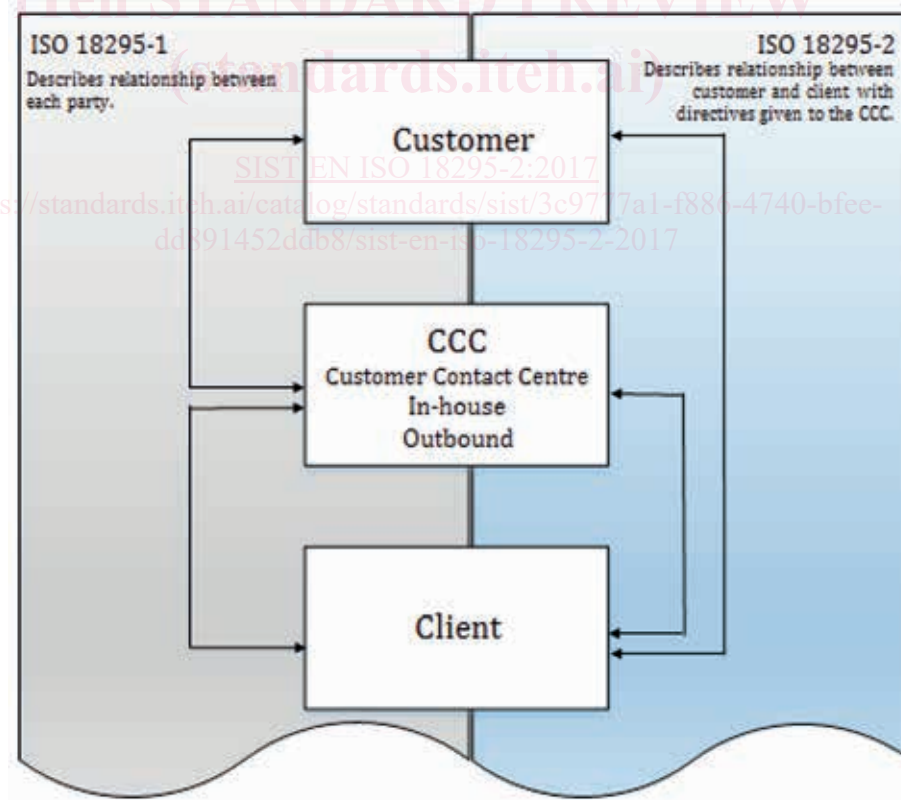


Figure 1





# Customer contact centres —

## Part 2:

# Requirements for using the services of customer contact centres

## 1 Scope

ISO 18295-2 specifies requirements for organizations using the services of customer contact centres (CCC). It aims to ensure that customer expectations are consistently met through the provision and management of appropriate arrangements with CCC meeting the requirements of ISO 18295-1.

ISO 18295-2 is applicable to clients utilizing CCCs of all sizes, across all sectors including in-house (captive) centres and outsourced (third party operator) centres across multiple contact channels, including voice and non-voice media.

## 2 Normative references

The following documents, in whole or in part, are normatively referenced in this document and are indispensable for its application. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 18295-1, *Customer contact centres – Part 1: Requirements for customer contact centres*

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 18295-1 and the following apply.

### 3.1

#### **accessibility**

usability of a product, service, environment or facility by people with the widest range of capabilities

### 3.2

#### **agent**

CCC staff member who handles customer contacts

### 3.3

#### **channel**

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

### 3.4

#### **client**

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

Note 1 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.

### 3.5

#### **customer contact centre**

#### **CCC**

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

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### 3.6

#### **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.

### 3.7

#### **inbound**

contact with the CCC initiated by a customer

### 3.8

#### **outbound**

contact initiated by the CCC with a customer

## 3.1 Client requirements for CCC service provisioning

A client engages the services of a CCC in order to provide its customers with a positive customer experience. To achieve this, the client shall:

- a) identify the needs of its customers
- b) determine the experience they want customers to have when interacting with the CCC
- c) ensure the CCC is clear about those needs and desired experience
- d) ensure the CCC has everything it needs from the client to deliver for the customers they serve
- e) strive to develop a positive and effective relationship with the CCC and its staff

In order to comply with ISO 18295-2, the client shall make use of a CCC that complies with ISO 18295-1

(See also introduction comment from SA to see if anything further to add)

## 4 Customer Experience

### 4.1 General

Customers have a variety of needs and the client is responsible for identifying these. The client shall provide the CCC with everything it needs to meet the customers' needs and deliver the expected service.

### 4.2 Identifying customers' needs

The client shall identify its customers and their needs in order to design an appropriate service. The following shall be considered:

- a) accessibility for all customers (internal and external customers including where relevant children, older persons, people with different abilities and the vulnerable)
- b) language, location and time zone
- c) preferred channels
- d) context of the customers' needs and expectations e.g. complexity, potential impact, severity
- e) confidentiality, privacy, security

Based on the above, the client shall determine the channels to be used and resources needed by the CCC.