
Customer contact centres —

**Part 1:
Requirements for customer contact
centres**

Centres de contact clients —

Partie 1: Exigences relatives aux centres de contact clients

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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 (see 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).

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 voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT) see the following URL: www.iso.org/iso/foreword.html

This document was prepared by ISO/PC 273, *Customer contact centres*.

A list of all the parts of ISO 18295 can be found on the ISO website.

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. This document 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 this document and ISO 18295-2 can 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, 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](#)).

This document specifies requirements for customer contact centres (CCC) which are either in-house or managed by an outsourcer. It deals with certain aspects of products and services which remain the responsibility of the client organization, rather than the CCC.

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 18295-2 aims to ensure that customer expectations are consistently met through the provision and management of appropriate arrangements with CCCs meeting the requirements of this document.

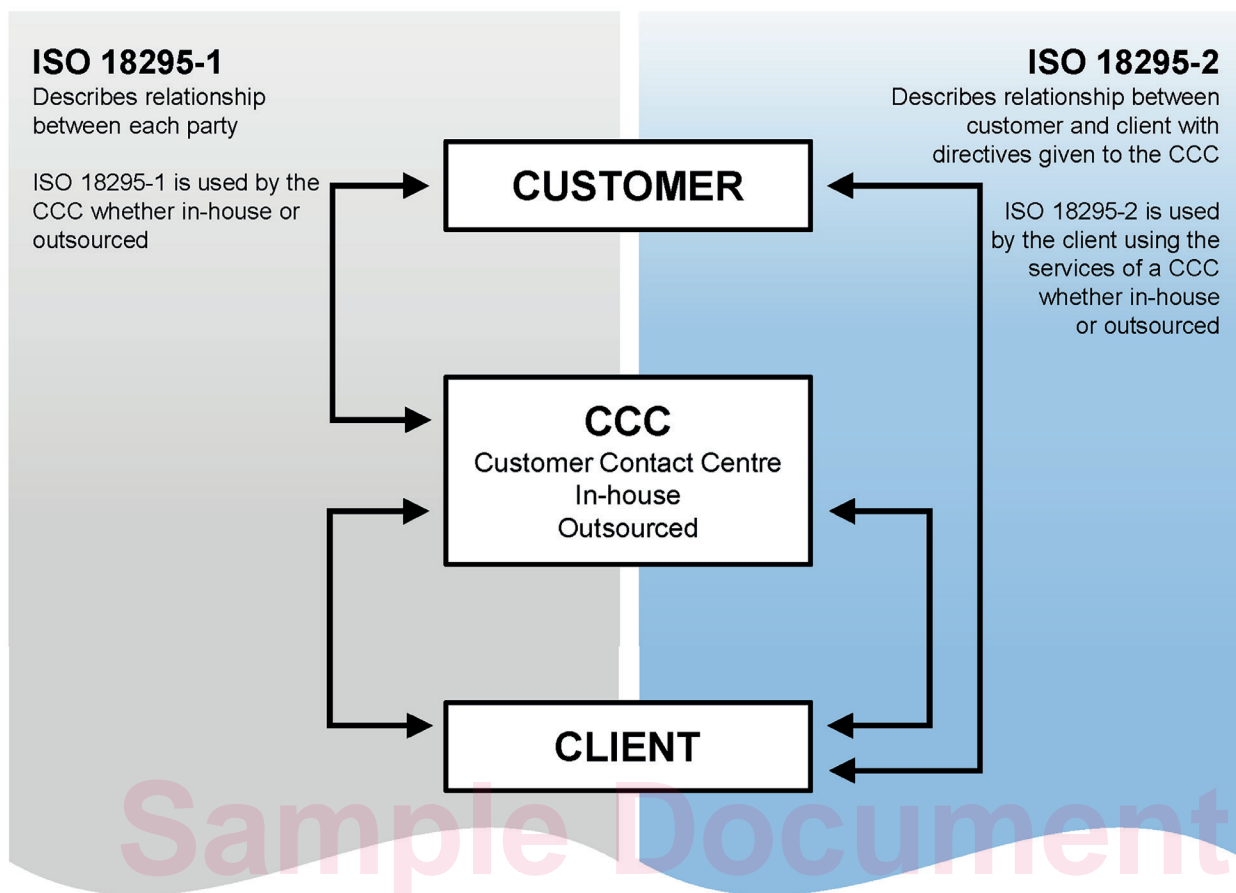


Figure 1 — Relationship between ISO 18295-1 and ISO 18295-2

Customer contact centres —

Part 1: Requirements for customer contact centres

1 Scope

This document 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.

This document 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 (KPIs) as and where required.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <http://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

3.1

agent

CCC staff member who handles customer contacts

3.2

accessibility

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

3.3

campaign

set of custom-designed initiatives (interactions and activities) that target prospective or existing customers (or both) for desired outcomes

3.4

channel

means by which a customer is able to interact with a CCC

EXAMPLE Web-chat, e-mail, voice.

3.5

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.