



# **CUSTOMER CONTACT CENTRES**

**CERTIFICATION SCHEME**

**Building Connections That Matter**



**Clarity in Communication, Humanity in Engagement, Greater Customer Satisfaction. ISO 18295 focuses on areas required by customer contact centres to ensure a high level of service. From customer communications to handling complaints and employee engagement, ISO 18295 sets guidelines for more efficient operations, better understanding of customer contact service and improved communication outcomes.**

**Delivering Excellent Customer Service – ISO 18295 Customer Contact Centres**



ISO 18295 specifies service requirements for customer contact centres (CCC) of all sizes, across all sectors and interaction channels, and for organisations using their services. It ensures that customer expectations are consistently met through the provision of high quality and efficient services.

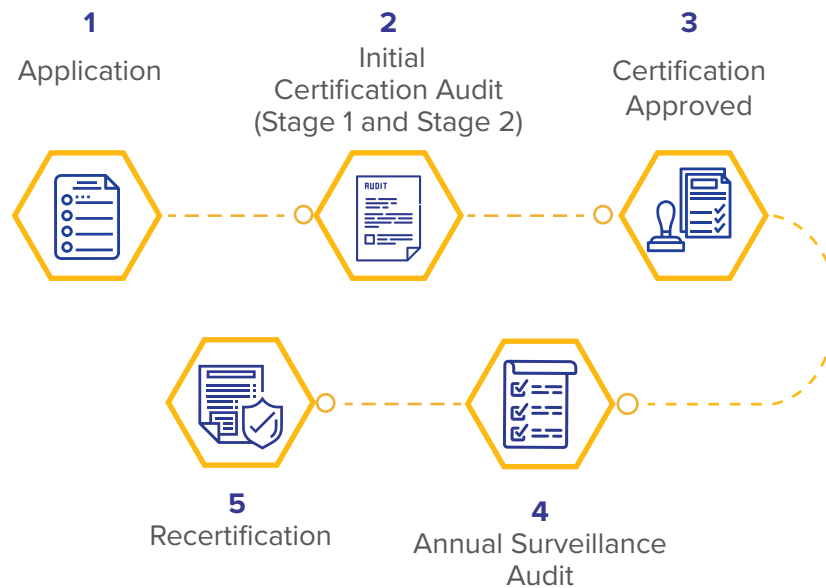
Implementation of this standard systematically refines performance and service quality at every customer touchpoint. This allows for effective handling of requests and complaints, provision of adequate solutions and prompt responses that will help strengthen the relationship with customers.

The standard is divided into two parts. ISO 18295-1 specifies best practices for any CCCs, in-house (captive) and outsourced (third-party operators) that aim to improve its services, while ISO 18295-2 is applicable to the corporate clients of CCCs to manage necessary arrangements with contact centres whose services they are employing.

## Why Get Certified

- Enhance brand reputation through effective customer engagements.
- Structure the CCC with better processes for consistent, reliable and efficient service.
- Provide your company with the tools that enable quality outcomes.
- Assist your organisation in building strong relationships with your customers.

## Certification Process



## SIRIM QAS – Your Partner in Quality Service



SIRIM QAS is an internationally recognised Conformity Assessment Body with years of experience providing testing, inspection and certification services to both local and international clients.

We have also gained accreditations from leading accreditation bodies such as the Department of Standards Malaysia (STANDARDS MALAYSIA) and the United Kingdom Accreditation Service (UKAS). Our accreditations demonstrate the expertise of our personnel and the credibility of our certification process. As a member of the International Certification Network (IQNet), our certifications enable us to provide certification services globally.

Our years-long pursuit of dedicated service marks our commitment to deliver services that will add value to your business.

### For more information, contact us at:



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