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Development of service standards — Recommendations for addressing consumer issues

Élaboration des normes de service — Recommandations pour répondre aux attentes des consommateurs

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Foreword

ISO (the International Organization for Standardization) and IEC (the International Electrotechnical Commission) form the specialized system for worldwide standardization. National bodies that are members of ISO or IEC participate in the development of International Standards through technical committees established by the respective organization to deal with particular fields of technical activity. ISO and IEC technical committees collaborate in fields of mutual interest. Other international organizations, governmental and non-governmental, in liaison with ISO and IEC, also take part in the work.

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 document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (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 and IEC 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 (www.iso.org/patents) or the IEC list of patent declarations received (http://patents.iec.ch).

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

For an explanation of 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 www.iso.org/iso/foreword.html.

This document was prepared by the ISO Committee on Consumer Policy (COPOLCO).

This second edition cancels and replaces the first edition (ISO/IEC Guide 76:2008), which has been technically revised.

The main changes compared to the previous edition are as follows:

— addition of consumer principles based on Consumers International's eight fundamental consumer rights;

— addition of basic elements of customer service and service provisions;

— integration of customer service and service provision elements with consumer principles within a table;

— updating of bibliographical references;

— addition of a "what, who/to whom, where, when, and how" approach to developing a service standard;

— simplification of the text to facilitate its use.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

0.1 Consumers are a key stakeholder group in the standards development process. This document gives writers of service standards the opportunity to understand the consumer perspective, even when a consumer representative cannot participate directly in the development process. It is intended for use by all those involved in the preparation and revision of all service standards.

0.2 Standards are increasingly being developed to cover services. This reflects the increasing importance of services to the economies of both developed and developing countries. Consumers are the end users of many services. Delivering services that address key consumer issues is essential to a successful business.

0.3 Taking the needs of consumers into account is likely to lead to a reduction in customer complaints and the business costs incurred because of poor service.

0.4 Consumers are individuals with different needs and characteristics. This document enables standards writers to prepare service standards that take the needs of all consumers into account, regardless of their circumstances or ability, including those who have different needs (e.g. children, older people, those with a disability, those from different ethnic and cultural heritages or those who can be in a vulnerable situation due to illness, bereavement or other personal circumstances).

NOTE The future ISO 22458 will cover inclusive service.

0.5 Consumers are individuals with different needs and characteristics, but collectively they are all world citizens. Standards developed in accordance with this document can help businesses to address public concerns at a global level, including ethical and environmental issues.

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Development of service standards — Recommendations for addressing consumer issues

1 Scope

This document provides guidance on how to meet the needs of consumers in the development of service standards. This document can be used by anyone involved in the development of service standards and can be applied to any service.

This document is relevant to the full range of services, whether or not a formal contract is entered into or purchase price paid. It also has relevance for public or charitable services, e.g. education, health and care provision, where a financial transaction has not necessarily taken place.

This document relates to the provision of services and therefore does not include specific reference to management systems or professional competence requirements.

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 https://www.iso.org/obp

— IEC Electropedia: available at http://www.electropedia.org/

3.1
access
usability of a product, *service* (3.11), environment or facility by people with the widest range of capabilities

3.2
accessible format
different presentation of information, which can make *services* (3.11) accessible to those with disabilities

3.3
complaint
<customer satisfaction> expression of dissatisfaction made to an organization, related to its product or *service* (3.11), or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected

[SOURCE: ISO 9000:2015, 3.9.3]

3.4
contract
agreement by which one or more parties are obligated towards one or several other parties to provide a *service* (3.11)

Note 1 to entry: A contract can be binding, whether verbal or written.

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