EESTI STANDARD EVS-EN 15838:2010

Customer Contact Centres - Requirements for service provision

EESTI STANDARDIKESKUS EVS
ESTONIAN CENTRE FOR STANDARDISATION

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EUROPEAN STANDARD

NORME EUROPÉENNE

EUROPÄISCHE NORM

EN 15838

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English Version

Customer Contact Centres - Requirements for service provision

Centres de contact clients - Exigences relatives à la délivrance du service

Kundenkontaktzentren - Anforderungen für die Leistungserbringung

This European Standard was approved by CEN on 5 October 2009.

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Foreword

This document (EN 15838:2009) has been prepared by Technical Committee CEN/TC 375 “Project Committee - Customer Contact Services”, the secretariat of which is held by NEN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by May 2010, and conflicting national standards shall be withdrawn at the latest by May 2010.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN [and/or CENELEC] shall not be held responsible for identifying any or all such patent rights.

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Introduction

Customer contact centres (CCC) have an important role in the interaction between the organization purchasing the CCC service and their customers. CCCs do not always live up to the customers' expectations (e.g. long queuing times, failure to answer queries promptly and efficiently, and impersonal treatment). They vary in their levels of service quality and consumer protection, and work to many different standards and levels of efficiency.

This European standard has been developed in response to European Commission mandate M/378. The Mandate states that the goal of the standard is to provide quality of service requirements for contact centres, common to all centres, and irrespective of the service sector, technical approach to the provision of the service, or the service provider. The standard applies to both in-house customer contact centres as well as outsourced centres. The standard has been devised to benefit both of these types of contact centre and the customers who make use of their services.

Whilst the standard is voluntary, it aims to bring the following advantages to those that adopt it:

a) improvements in customer contact quality, which can give a competitive edge to the organization and avoids the risk of customer criticism about poor service or service failure;

b) cost efficiencies through better processes and a better understanding of the customer contact service, whilst maintaining quality outcomes and effectiveness;

c) improvements in staff retention through understanding and valuing the staff contribution to customer service and outcomes; and

d) customer satisfaction.

This European Standard aims to encourage the development of services, which are effective, high quality and cost-efficient and which meet customers' expectations. It addresses a number of areas, using a balanced approach.

The European Standard is visualized in the framework in Figure 1. Each Customer Contact Centre is organized in seven categories: four enablers inside the organization and three result areas.

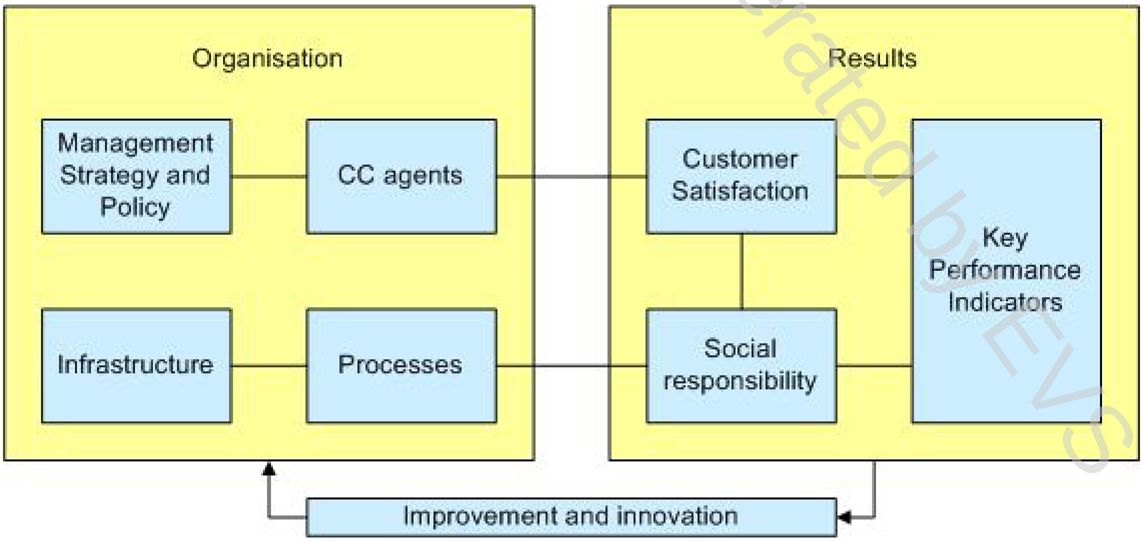

Figure 1 – Customer Contact Centre framework

Implementing the standard should improve both customer service and business success. It is designed to achieve customer, staff and stakeholder satisfaction. It should create a culture of continuous improvement and foster increased understanding of the value of the customer contact centre.

Figure 2 gives an overview of what can be provided through customer contact centres.

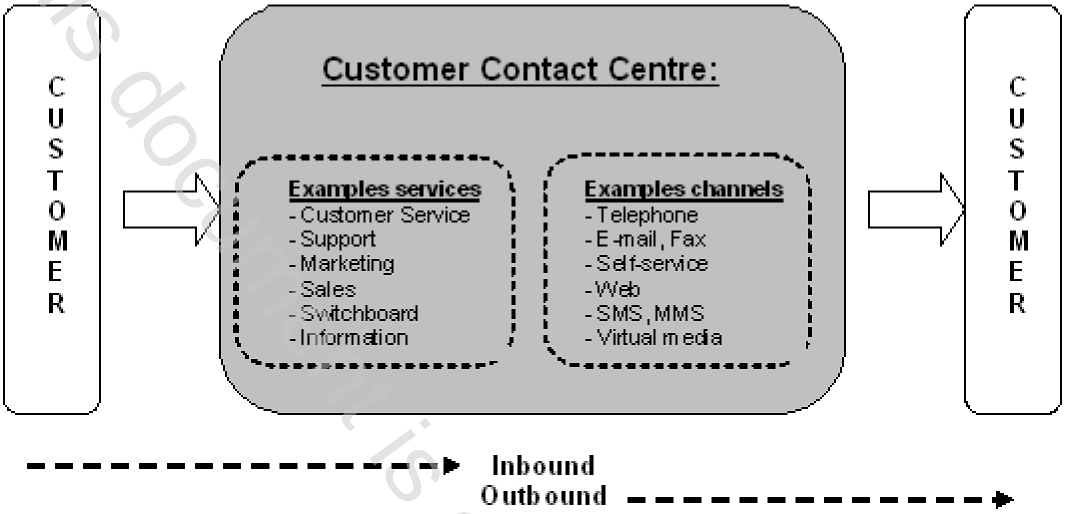
CUSTOMER
Customer Contact Centre:
Examples services
- Customer Service
- Support
- Marketing
- Sales
- Switchboard
- Information
Examples channels
- Telephone
- E-mail, Fax
- Self-service
- Web
- SMS, MMS
- Virtual media
CUSTOMER
Inbound
Outbound

Figure 2 – Overview of what can be provided through customer contact centres

1 Scope

This European Standard specifies the requirements for customer contact centres. It aims to provide customer focused best practice designed to meet customer expectations. This standard applies both to customer contact centres that are in-house and those that have been outsourced.

This European Standard focuses on the performance quality at the point of contact between the customer and the CCC.

2 Normative references

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

Not applicable.

3 Terms and definitions

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

3.1
CC agent
agent
person working for a customer contact centre (CCC), whose primary role is the handling of customer contacts

NOTE 1 Examples of customer contacts are calls, e-mails, fax, and web inquiries.

NOTE 2 The role of an agent can vary from contact handling to complex problem solving activities.

3.2
client organization
organization for which the CCC works

NOTE A client organization can be part of the internal organization (e.g. CEO or Marketing department), as well as an external organization.

3.3
complaint
expression of dissatisfaction made to an organization, related to its products, or the complaints-handling process itself, where a response or resolution is explicitly or implicitly expected

[ISO 10002:2004, 3.2]

3.4
consumer
individual member of the general public purchasing or using goods, property or services for private purposes

[ISO 14025:2006]