

Customer contact centres - Part 1: Requirements for
customer contact centres (ISO 18295-1:2017)

EESTI STANDARDI EESSÕNA

NATIONAL FOREWORD

See Eesti standard EVS-EN ISO 18295-1:2017 sisaldab Euroopa standardi EN ISO 18295-1:2017 ingliskeelset teksti.	This Estonian standard EVS-EN ISO 18295-1:2017 consists of the English text of the European standard EN ISO 18295-1:2017.
Standard on jõustunud sellekohase teate avaldamisega EVS Teatajas	This standard has been endorsed with a notification published in the official bulletin of the Estonian Centre for Standardisation.
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Standard on kättesaadav Eesti Standardikeskusest.	The standard is available from the Estonian Centre for Standardisation.

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English Version

Customer contact centres - Part 1: Requirements for
customer contact centres (ISO 18295-1:2017)

Centres de contact clients - Partie 1: Exigences
relatives aux centres de contact clients (ISO 18295-
1:2017)

Kundenkontaktzentren - Teil 1: Anforderungen an
Kundenkontaktzentren (ISO 18295-1:2017)

This European Standard was approved by CEN on 10 June 2017.

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EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

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European foreword

This document (EN ISO 18295-1:2017) has been prepared by Technical Committee ISO/PC 273 "Customer contact centres".

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of an identical text or by endorsement, at the latest by February 2018, and conflicting national standards shall be withdrawn at the latest by February 2018.

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

This document supersedes EN 15838:2009.

According to the CEN-CENELEC Internal Regulations, the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Former Yugoslav Republic of Macedonia, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and the United Kingdom.

Endorsement notice

The text of ISO 18295-1:2017 has been approved by CEN as EN ISO 18295-1:2017 without any modification.

Contents

Page

Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Customer relationship requirements	2
4.1 General	2
4.2 Communication of information to customers	2
4.3 Measuring and monitoring of customer experience	3
4.4 Complaints handling	3
4.5 Customer protection	3
5 Customer-focused leadership	4
5.1 General	4
5.2 Customer experience design and delivery	4
5.3 Employee satisfaction/engagement	4
6 Human resources	5
6.1 General	5
6.2 Functions	5
6.3 Agent competencies	5
6.3.1 General	5
6.3.2 Communication and customer service competencies	6
6.3.3 Technical competencies	6
6.3.4 Client-specific competencies	6
6.4 Skills development	6
6.5 Communication of information to employees	6
7 Operational processes	7
7.1 General	7
7.2 Customer-related processes	7
7.3 Workforce planning	7
7.4 Quality assurance related to customer interactions	7
8 Service delivery infrastructure	8
8.1 General	8
8.2 Handling customer interactions	8
8.3 Customer data	8
8.4 Work environment	8
8.5 Continuation of service	8
9 Client relationship	8
Annex A (informative) Metrics — Guidelines	10
Annex B (informative) Client/CCC relationship	15
Bibliography	16

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).

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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.

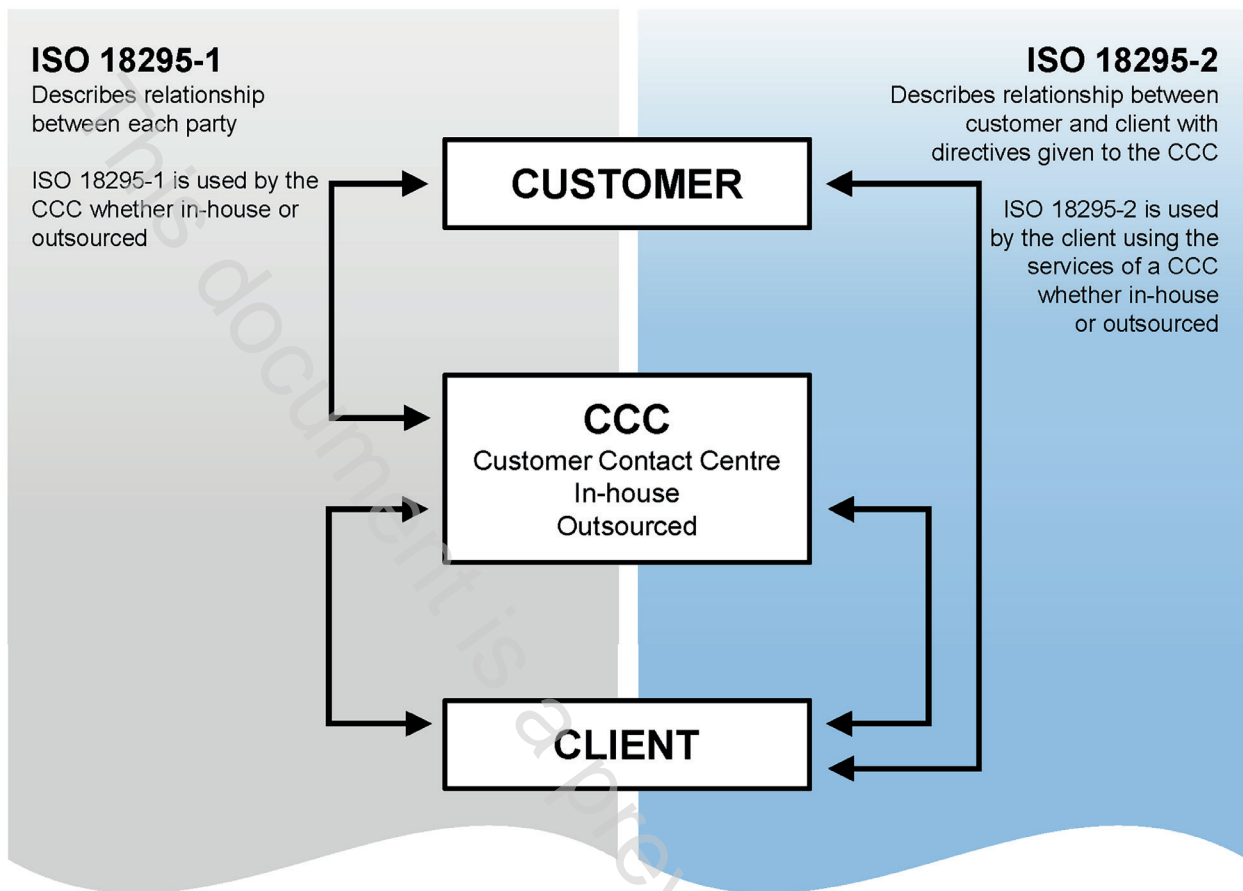


Figure 1 — Relationship between ISO 18295-1 and ISO 18295-2

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.