

Customer contact centres - Part 2: Requirements for
clients using the services of customer contact centres
(ISO 18295-2:2017)

EESTI STANDARDI EESSÕNA

NATIONAL FOREWORD

See Eesti standard EVS-EN ISO 18295-2:2017 sisaldab Euroopa standardi EN ISO 18295-2:2017 ingliskeelset teksti.	This Estonian standard EVS-EN ISO 18295-2:2017 consists of the English text of the European standard EN ISO 18295-2:2017.
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English Version

**Customer contact centres - Part 2: Requirements for
clients using the services of customer contact centres (ISO
18295-2:2017)**

Centres de contact clients - Partie 2: Exigences
relatives aux donneurs d'ordre faisant appel aux
services de centres de contact clients (ISO 18295-
2:2017)

Kundenkontaktzentren - Teil 2: Anforderungen für die
Inanspruchnahme von Dienstleistungen von
Kundenkontaktzentren (ISO 18295-2:2017)

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

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This European Standard exists in three official versions (English, French, German). A version in any other language made by translation under the responsibility of a CEN member into its own language and notified to the CEN-CENELEC Management Centre has the same status as the official versions.

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

CEN-CENELEC Management Centre: Avenue Marnix 17, B-1000 Brussels

European foreword

This document (EN ISO 18295-2:2017) 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of an identical text or by endorsement, at the latest by February 2018, and conflicting national standards shall be withdrawn at the latest by February 2018.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.

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Endorsement notice

The text of ISO 18295-2:2017 has been approved by CEN as EN ISO 18295-2:2017 without any modification.

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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).

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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 using the services of in-house (captive) centres and outsourcers (third party providers) on behalf of customers. It is intended to be used for any customer interaction with a Customer Contact Centre (CCC).

Implementation of this document and ISO 18295-1 can create value for the customer, the client, the employee and the CCC, improving the robustness and efficiency of service, 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 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.

This document 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.

ISO 18295-1 specifies requirements for CCCs 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 organisation, rather than the CCC.

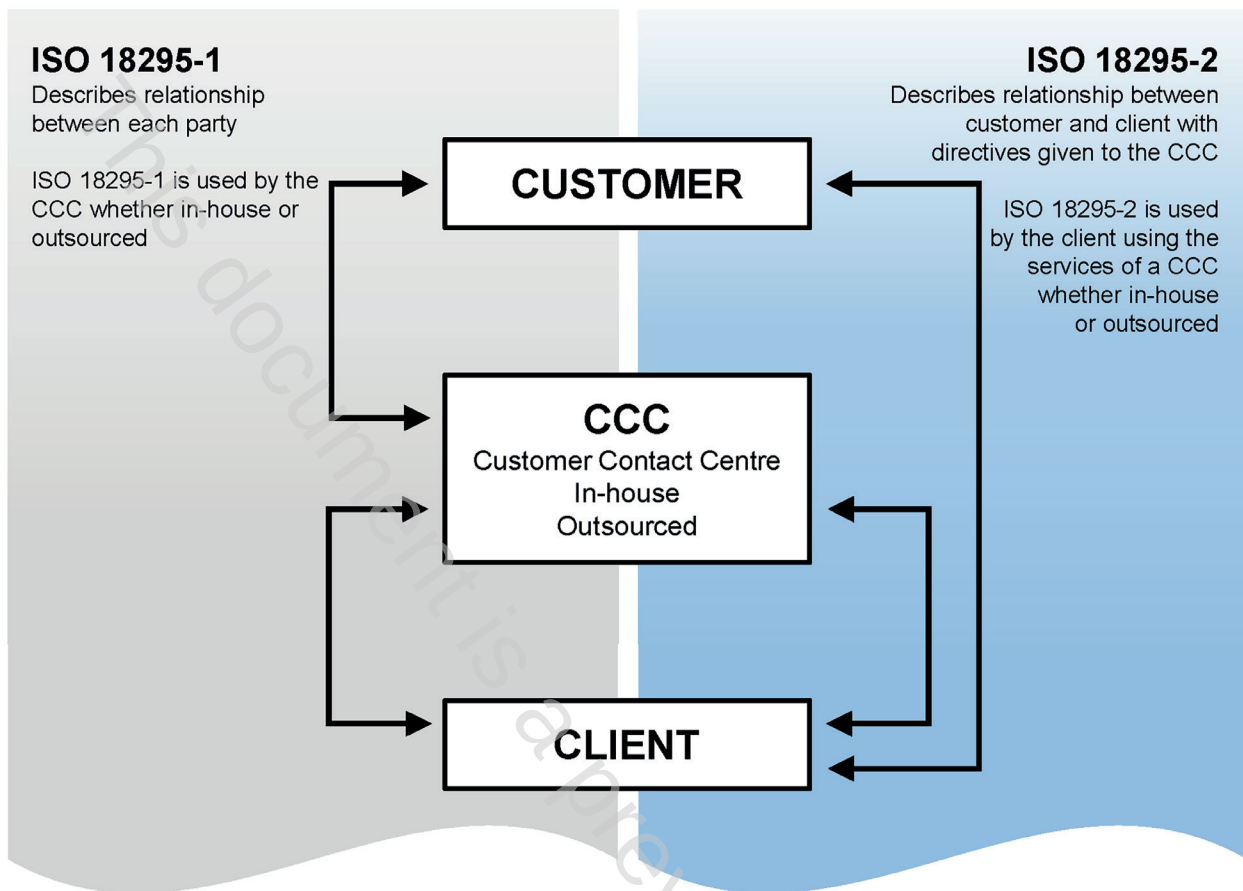


Figure 1 — Relationship between ISO 18295-1 and ISO 18295-2

Customer contact centres —

Part 2:

Requirements for clients using the services of customer contact centres

1 Scope

This document specifies requirements for organizations using the services of customer contact centres (CCC). It aims to ensure that customer expectations are consistently met through the provision and management of appropriate arrangements with CCCs meeting the requirements of ISO 18295-1.

This document is applicable to clients using CCCs of all sizes, across all sectors including in-house (captive) centres and outsourced (third party operator) centres, across multiple contact channels, including voice and non-voice media.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements 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.

ISO 18295-1, *Customer contact centres — Part 1: Requirements for customer contact centres*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 18295-1 and the following 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

customer

organization or person that receives a product or service

Note 1 to entry: A customer can be internal or external to the organization, e.g. consumer, end user, beneficiary or purchaser.

Note 2 to entry: For the purposes of this document, the term “customer” includes potential customers.

[SOURCE: ISO 18295-1:2017, definition 3.7, modified - Note 2 to entry has been added.]

4 Client requirements for CCC service provisioning

A client engages the services of a CCC in order to provide its customers with a positive customer experience. At times it is necessary for the brand promise and marketing campaigns to be known to the CCC. To achieve this, the client shall:

- a) identify the needs and expectations of its customers (see 5.2);