



GUIDE 76

Development of service standards — Recommendations for addressing consumer issues

First edition 2008
Corrected version 2008

© ISO/IEC 2008

PDF disclaimer

This PDF file may contain embedded typefaces. In accordance with Adobe's licensing policy, this file may be printed or viewed but shall not be edited unless the typefaces which are embedded are licensed to and installed on the computer performing the editing. In downloading this file, parties accept therein the responsibility of not infringing Adobe's licensing policy. The ISO Central Secretariat accepts no liability in this area.

Adobe is a trademark of Adobe Systems Incorporated.

Details of the software products used to create this PDF file can be found in the General Info relative to the file; the PDF-creation parameters were optimized for printing. Every care has been taken to ensure that the file is suitable for use by ISO member bodies. In the unlikely event that a problem relating to it is found, please inform the Central Secretariat at the address given below.

This document is a preview generated by EVS



COPYRIGHT PROTECTED DOCUMENT

© ISO/IEC 2008

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying and microfilm, without permission in writing from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office
Case postale 56 • CH-1211 Geneva 20
Tel. + 41 22 749 01 11
Fax + 41 22 749 09 47
E-mail copyright@iso.org
Web www.iso.org

Published in Switzerland

Contents

Page

Foreword	iv
Introduction	v
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
4 Key consumer principles	4
4.1 General	4
4.2 Information	4
4.3 Access and fairness	4
4.4 Choice	4
4.5 Safety and security	4
4.6 Quality	5
4.7 Redress	5
4.8 Environmental issues	6
4.9 Representation	6
4.10 Compliance with laws and regulations	6
5 Using this Guide	6
6 Taking account of consumer issues when developing standards	8
7 Key consumer questions to address	10
8 Detailed consideration of service elements and related topic areas	12
8.1 General	12
8.2 Service provider	12
8.3 Suppliers	13
8.4 Personnel	14
8.5 Customer	14
8.6 Contract	14
8.7 Billing	15
8.8 Delivery	15
8.9 Service outcome	16
8.10 Service environment	16
8.11 Equipment	17
8.12 Safeguards	17
8.13 Communication between service provider and customer	18
8.14 Communication within service organization	19
9 Checklist	20
Annex A (informative) Examples of possible services	25
Annex B (informative) Illustration of the relevance of the checklist to different kinds of services	26
Bibliography	31

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.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

Draft Guides adopted by the responsible Committee or Group are circulated to the member bodies for voting. Publication as a Guide requires approval by at least 75 % of the member bodies casting a vote.

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

ISO/IEC Guide 76 was prepared by the ISO *Committee on consumer policy* (COPOLCO).

This corrected version of ISO/IEC Guide 76:2008 incorporates the following correction:

- correction of the term “responsibility” to “social responsibility” in the example to point 5 in Table 1 on page 10.

Introduction

0.1 Standards are increasingly being developed to cover services. This Guide has been prepared to help standards developers in these areas to take account of consumer requirements. It elaborates on the aims of service standards, set out in the ISO/IEC publication *The consumer and standards — Guidance and principles for consumer participation in standards development*^[25]. In addressing the major concerns of consumers, standards can help by representing a consensus on the best knowledge and experience available worldwide.

0.2 This Guide is intended for those involved in the preparation and revision of standards for services, whether International Standards or national standards in developed or developing countries. With its checklist and examples, it also contains information which might be useful for others, such as service providers and educators.

0.3 Service delivery can involve complex relationships and structures, frequently involving many different organizations. Additionally, consumers engage with a variety of public services, such as medical provision or education, for which formal contracts and direct payment might not be applicable.

0.4 In a global market, it is logical that consumers expect to benefit from access to a wider choice of services and service providers. There is also continuing demand for lower prices that are not contrived to disadvantage certain markets and communities. Quality, economy and efficiency are sought, whether or not the consumer pays directly for a service. There is also increasing consumer concern about the need for sustainable development.

0.5 The Internet fuels comparisons and the growth of knowledge and provision of information on which to base choices. Globally, consumers expect that the services they engage with, contract to and purchase will not only be consistent in quality, durability and ease of use, but also safe, environmentally friendly and fair for the communities affected by the services.

0.6 Although all people have a right of access to services, this will not always be relevant or feasible. However, it is advisable that service providers consider the needs of all potential users, including children and those from different cultural and ethnic heritages. This will enable the services to be available to as many people as possible. The issue of accessibility and usability of products and services has become more critical with the increasing percentage of older persons in the world's population. While not all older persons have disabilities, the prevalence of disability or limitations is highest among this demographic group.

0.7 The standardization of services can provide the following benefits:

- build consumer confidence by assuring safety, security, quality, durability and ease of use;
- supply accurate and appropriate information and take into account user requirements;
- support the development of choice and access to a wide range of users;
- provide appropriate and fair forms of redress, where necessary.

0.8 Many national and sectoral codes of practice exist in relation to parts of service delivery which can be considered when developing standards. However, these are most commonly drawn up from the viewpoint of the service provider and are thus not necessarily those of the consumer. This Guide seeks to ensure that consumer needs are addressed. It also allows a common set of criteria for services across countries in which there can be many differences in the scope and application of national consumer protection legislation.

0.9 It is recognized that when developing service standards, it is advisable to take account of applicable statutory or regulatory requirements.

This document is a preview generated by EVS

Development of service standards — Recommendations for addressing consumer issues

1 Scope

This Guide provides general guidance on the issues to be considered in standards for services. On the basis of this guidance, detailed standards can be prepared for any service. This Guide provides a checklist (see Clause 9) which can be used by consumer representatives and others participating in the process of standards development. Use of the checklist enables full consideration to be given to all matters of consumer interest, including the needs of children, older persons, persons with disabilities and those from different ethnic and cultural heritages.

This Guide is relevant to the full range of services, whether or not a formal contract is entered into or purchase price paid, but it also has relevance for public or charitable services in which there is a consumer, a user or a participant, but not necessarily a purchase, e.g. education, health and care provision.

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.

ISO 9000, *Quality management systems — Fundamentals and vocabulary*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 9000 and the following apply.

3.1

service

result of at least one activity, necessarily performed at the interface between the supplier and customer, that is generally intangible

NOTE 1 Examples of possible services are given in Annex A.

NOTE 2 In ISO 9000, “product” is defined as the “result of a process” that encompasses four generic product categories [services (e.g. transport), software (e.g. computer program, dictionary), hardware (e.g. engine mechanical part) and processed materials (e.g. lubricant)] and that indicates that the product category used is based on the dominant element. A service can therefore include the delivery of software, hardware and processed materials. For the purposes of this Guide, a separate definition of “service” is given here.