

# NEW International Standard for Complaints Handling and 'Certified Complaint Management System' Audit and Certification Trustmark Program Launched

To celebrate the launch of a new International Standard for Complaints Handling Processes: AS ISO 10002—2006, CSIA is proud to announce a brand new FREE\* (*for a limited time*) education, audit and certification program to allow organisations to engage CSIA Licensed Assessors to audit and certify their complaint management systems against the new standard. The program provides a 'how to' implementation approach to complaints management best practice.



## For the first time

all types of organisations can have their complaint handling procedures and operations accredited as a CSIA 'Certified Complaint Management System' and participate in the exclusive CSIA complaint management benchmarking program. By taking advantage of CSIA's unique FREE\* measuring tool, your organisation will be assured it has been independently assessed as complying with the highest international standards for complaint management. Successful organisations will also be able to proudly display a recognised Trustmark proclaiming its CSIA 'Certified Complaint Management System'.

The 'Certified Complaint Management System' Audit and Certification Process is simple and has been designed to deliver confidence that your organisation is not only complying with the standard but also how you are performing against best practice.

Without reducing the thoroughness of the audit, the process has been designed to provide high quality assurance with a minimal investment of time and effort on the part of your organisation. Given the importance of properly managing complaints and the cost of not complying, the small internal investment of time and effort made by accessing this FREE\* CSIA service is not only justified but many say it's essential to good corporate governance and risk management.

## The 'Certified Complaint Management System' Audit and Certification Process is simple and has been designed to deliver confidence that your organisation is not only complying with the standard but also how you are performing against best practice.

The 'Certified Complaint Management System' Audit and Certification Process comprises just four straightforward steps:

**1** Attendance at the FREE CSIA one-day workshop which will train a member of your team to become an Accredited Complaint Management System Internal Auditor. The workshop provides a complete overview of the standard and how to implement it in all types of organisations with CSIA case-study examples.

**2** Provide the CSIA's expert Licensed Assessor with the details of your complaint management system including documented evidence of how your organisation has implemented and complies with the AS ISO 10002—2006 complaint handling standard. This information will be used to conduct a desktop audit.

**3** Should the desktop audit find your complaints management system meets the AS ISO 10002—2006 criteria, a site visit will be arranged at a time convenient to your organisation to ensure the systems are being complied with in your day to day real world operations. To further provide assurance of your organisations ability to meet its stated complaint handling promises a 'mystery shopping' component has been included in the audit and certification process. If the desktop audit finds you need further work before a site visit, a detailed report outlining non-conformances will be provided together with advice on how your organisation can 'plug the gaps' and comply with the AS ISO 10002—2006 criteria.

**4** On completion of the audit your organisation will receive a FREE written audit report detailing your performance against the requirements of AS ISO 10002—2006. The report also includes detail on how effective and efficient your complaints management system really is in terms of your organisations stated goals and industry best practice. Using the CSIA's '3i' — *Intention, Implementation, Integration* scoring system to evaluate your compliance with the standards' requirements, the Audit also anonymously benchmarks your performance against the results of other organisations in your industry as well as best practice organisations across a diverse range of industries. The report details each attribute of the Standard required for certification and provides comprehensive

recommendations on how to improve. CSIA believes the audit report will become a vital annual tool enabling ongoing assurance of compliance with international complaint handling standards and providing the basis of continuous improvement of your complaints management system. An onsite feedback session can also be arranged on a fee for service basis as requested. Successful organisations will issued with a certificate and will also be able to proudly display a recognised Trustmark proclaiming its CSIA 'Certified Complaint Management System'.

The assurance and confidence gained by having your documents, processes, procedures, intranet/internet systems reviewed as well as customer advocates and other staff interviewed on your key sites via a thorough onsite audit by a qualified Licensed Assessor cannot be overstated. Whilst onsite and in the final report, CSIA customer service experts (Licensed Assessors) will offer insight and practical implementation suggestions on how your complaint management system can be improved.

Such a careful approach to independent onsite scrutiny by Australia's peak customer service assessment and certification body is sure to impress senior management, customers, stakeholders and relevant Industry Ombudsman.

Organisations certified to the International Customer Service Standard will from 2007 onwards automatically have their complaint management system measured against the AS ISO 10002—2006 complaint handling standard and be able to display their 'Certified Complaint Management System' Trustmark logo alongside their very prestigious 'Certified Customer Service Organisation' Trustmark logo. The CSIA AS ISO 10002—2006 complaint handling standard audit will be carried out during the ICSS Assessment and no extra cost or effort will be required on the part of your organisation as Complaint Management is an existing attribute of the International Customer Service Standard.

*For information about participating in the FREE\* AS ISO 10002—2006 Audit, Certification and Benchmarking Program, contact CSIA Executive Director, Brett Whitford 02 9386 4477 or [info@csia.com.au](mailto:info@csia.com.au) (\*for a limited time)*

# Excerpt from the introduction to the Standard AS ISO 10002—2006 Customer satisfaction—Guidelines for complaints handling in organizations



To purchase a copy of the standard click on the link below:

<http://www.saiglobal.com/shop/Script/Details.asp?DocN=AS0733773117AT>

The objective of the AS ISO 10002—2006 Standard is to provide guidance on complaints handling related to products and services within an organization, including planning, design, operation, maintenance and improvement.

This International Standard provides guidance for the design and implementation of an effective and efficient complaints-handling process for all types of commercial or non-commercial activities, including those related to electronic commerce. It is intended to benefit an organization and its customers, complainants and other interested parties. It is intended for use by organizations of all sizes and in all sectors.

This International Standard addresses the following aspects of complaints handling:

- a. enhancing customer satisfaction by creating a customer-focused environment that is open to feedback (including complaints), resolving any complaints received, and enhancing the organization's ability to improve its product and customer service;
- b. top management involvement and commitment through adequate acquisition and deployment of resources, including personnel training;
- c. recognizing and addressing the needs and expectations of complainants;
- d. providing complainants with an open, effective and easy-to-use complaints process;
- e. analysing and evaluating complaints in order to improve the product and customer service quality;
- f. auditing of the complaints-handling process;
- g. reviewing the effectiveness and efficiency of the complaints-handling process.

The information obtained through the complaints-handling process can lead to improvements in products and processes and, where the complaints are properly handled, can improve the reputation of the organization, regardless of size, location and sector. In a global marketplace, the value of an International Standard becomes more evident since it provides confidence in the consistent treatment of complaints. An effective and efficient complaints-handling process reflects the needs of both the organizations supplying products and services and those who are the recipients of those products and services .

The handling of complaints through a process as described in this International Standard can enhance customer satisfaction. Encouraging customer feedback, including complaints if customers are not satisfied, can offer opportunities to maintain or enhance customer loyalty and approval, and improve domestic and international competitiveness. Implementation of the process described in this International Standard can:

- ▶ provide a complainant with access to an open and responsive complaints-handling process,
- ▶ enhance the ability of the organization to resolve complaints in a consistent, systematic and responsive manner, to the satisfaction of the complainant and the organization,
- ▶ enhance the ability of an organization to identify trends and eliminate causes of complaints, and improve the organization's operations,
- ▶ help an organization create a customer-focused approach to resolving complaints, and encourage personnel to improve their skills in working with customers, and
- ▶ provide a basis for continual review and analysis of the complaints-handling process, the resolution of complaints, and process improvements made

Organizations may wish to use the complaints-handling process in conjunction with customer satisfaction codes of conduct and external dispute resolution processes. © Standards Australia