



ICSS INTERNAL STAKEHOLDER EVIDENCE GUIDE

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ICSS Internal Stakeholder Evidence Guide

This guide supports organisations preparing for Certification to the International Customer Service Standard (ICSS).

Each ICSS element requires commentary and evidence from within the organisation, and this guide indicates which departments and / or roles are most likely to own the relevant information for each element.

This document is designed to be general in guidance in acknowledgement that every organisation is unique in their structure, departments and roles.

The guide is structured to display the relevant information by element and by department / roles for quick reference.

GUIDE BY ELEMENT

ICSS ELEMENTS	DEPARTMENT / ROLES
1.1	<p>Customer Experience</p> <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager <p>Insights</p> <ul style="list-style-type: none"> • Insights Manager • Insights and Strategy Manager <p>Innovation</p> <ul style="list-style-type: none"> • CEO • CPO
1.2	<p>Customer Experience</p> <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager
1.3	<p>Insights</p> <ul style="list-style-type: none"> • Insights Manager • Insights and Strategy Manager
1.4	<p>Insights</p> <ul style="list-style-type: none"> • Insights Manager • Insights and Strategy Manager
1.5	<p>Insights</p> <ul style="list-style-type: none"> • Insights Manager • Insights and Strategy Manager
2.1	<p>Customer Experience</p> <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager
2.2	<p>Customer Experience</p> <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager

2.3	Marketing <ul style="list-style-type: none"> • CMO • Marketing Director
2.4	Supplier / Partner Management
3.1	Customer Experience <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager
3.2	Insights <ul style="list-style-type: none"> • Insights Manager • Insights and Strategy Manager
	Marketing <ul style="list-style-type: none"> • CMO • Marketing Director
4.1	Customer Experience <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager
	Asset Management / Resourcing
4.2	Finance & Procurement <ul style="list-style-type: none"> • CFO • Finance Manager
	Risk Compliance
5.1	Customer Experience <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager
	Innovation <ul style="list-style-type: none"> • CEO • CPO
6.1	Operations
6.2	Insights <ul style="list-style-type: none"> • Insights Manager • Insights and Strategy Manager
	Operations

7.1	Customer Experience <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager
	Leadership <ul style="list-style-type: none"> • CEO / MD
7.2	Human Resources <ul style="list-style-type: none"> • HR Director • HR Manager
7.3	Human Resources <ul style="list-style-type: none"> • HR Director • HR Manager
7.4	Human Resources <ul style="list-style-type: none"> • HR Director • HR Manager
8.1	Human Resources <ul style="list-style-type: none"> • HR Director • HR Manager
	Training <ul style="list-style-type: none"> • Training Director / Manager
8.2	Human Resources <ul style="list-style-type: none"> • HR Director • HR Manager
9.1	IT Management <ul style="list-style-type: none"> • CIO • CTO • IT Manager
9.2	Human Resources <ul style="list-style-type: none"> • HR Director • HR Manager

GUIDE BY DEPARTMENT / ROLE

DEPARTMENT / ROLES	ICSS ELEMENTS
Customer Experience <ul style="list-style-type: none"> • CCO • CXO • CS Manager • CX Manager • Contact Centre Manager 	1.1 1.2 2.1 2.2 3.1 4.1 5.1 7.1
Human Resources <ul style="list-style-type: none"> • HR Director • HR Manager 	7.2 7.3 7.4 8.1 8.2 9.2
Training <ul style="list-style-type: none"> • Training Director / Manager 	8.1
Insights <ul style="list-style-type: none"> • Insights Manager • Insights and Strategy Manager 	1.1 1.3 1.4 1.5 3.2 6.2
Marketing <ul style="list-style-type: none"> • CMO • Marketing Director 	2.3 3.2
Asset Management / Resourcing	4.1
Operations	6.1 6.2
Finance & Procurement <ul style="list-style-type: none"> • CFO • Finance Manager 	4.2
Leadership <ul style="list-style-type: none"> • CEO / MD 	7.1
Innovation <ul style="list-style-type: none"> • CEO • CPO 	1.1 5.1
Risk Compliance	4.2
Supplier / Partner Management	2.4
IT Management <ul style="list-style-type: none"> • CIO • CTO • IT Manager 	9.1