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or favour...*

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# Guide to ISO 9001 Certification

The British Assessment Bureau

[www.british-assessment.co.uk](http://www.british-assessment.co.uk)



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## What is ISO 9001?

- **ISO** stands for the **International Standards Organization**, creators of hundreds of thousands of product and service standards
- ISO 9001 is **ISO's most well known standard** ever, being implemented by more than **one million organisations** in some **175 countries**
- **ISO 9001** helps organisations to implement **quality management**

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## Who is ISO 9001 for?

- **ISO 9001** is a **generic standard**
- This means that the same standard can be applied:
  - to **any organisation**, large or small, whatever its product or service
  - in **any sector** of activity, and;
  - whether it is a business enterprise, a public administration, or a government department



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## Why does it exist?

- Organisations with complicated processes, could not function well without management systems
- Organisations in the aerospace, auto, defence, and health sectors have been operating management systems for years
- The **ISO 9001** management system standards now make these successful practices available **to all organisations**



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## Why do people want ISO 9001?

- There are **many reasons** for wishing to implement the standard, for example:
  - a requirement for a public sector tender
  - contractual, regulatory or market requirement
  - It meets customer preferences (supply chains)
  - It is part of a risk management programme, or
  - It will motivate staff by setting a clear goal



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## What are the benefits?

- A model for continual improvement
- Greater consistency, with traceability
- Qualification for tenders and supply chains
- Less errors (and therefore no need for re-work)
- Greater workforce motivation
- Competitive advantage
- Greater retention rate of customers
- Increased profitability



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## What does research show?

- Data from the British Assessment Bureau's 2011 Client Satisfaction Survey showed that **44% attributed winning new business directly to ISO 9001**
- Research carried out by Dun & Bradstreet showed **increased employee involvement, cost reduction and increased market share** having gained implemented the standard
- ISO 9001 certified **organisations have been shown to perform better** in a study by the Harvard Business School.
- Research by four business school academics showed that **firms that failed to seek certification experienced substantial deteriorations in ROA, productivity and sales.**
- For references and links to more studies, visit:  
<http://www.british-assessment.co.uk/articles/iso-9001-the-hard-facts/>



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## Processes, not Products

- **ISO 9001** is concerned with the way an organisation goes about its work.
  - It's not a product standard
  - It's not a service standard
  - It's a **process** standard
  - Used by both product manufacturers *and* service providers





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## What does ISO 9001 achieve?

- **ISO 9001** is for **quality management**. This means what the organisation does to:
  - Ensure that its products or services satisfy the **customer's quality requirements**, and;
  - **Comply with any regulations** applicable to those products or services
  - **Enhance customer satisfaction**, and;
  - **Achieve continual improvement** of its performance



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## ISO 9001 in a nutshell...

### 1. Say what you do...

- Policy
- Objectives
- Procedures
- Quality Manual

### 2. Do what you say...

- Follow procedures
- Know what to do, how to do and when to do

### 3. Prove it...

- Internal Audits
- Opportunities for Improvement

### 4. Improve it...

- Get feedback from customers and suppliers
- Seek continuous improvement
- Communicate



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## What is the certification process?

- We come to you to review your current processes and procedures (Stage 1)
- We provide you with a formal report
- An Action Plan is agreed
- We can provide you with sample compliance documents
- We undertake a formal audit (Stage 2)
- If audit passed, certification is confirmed
- If audit is not passed, corrective action is agreed
- Free of charge re-audit arranged (as required)

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## What do BAB's clients think?

- "We have definitely won new business as a result of having ISO 9001 in place."  
**Comms365**
- "Provided us with the focus and discipline to keep procedures and processes on track. Stops the tendency to let things slide!"  
**The Ontrac Agency**
- "The ease at which we gained certification exceeded all my expectations...In reality, because each part of the process was explained so clearly it was easy to set achievable targets with feasible timescales."  
**IT Talent Solutions**
- "ISO certification has improved our internal processes and awareness of how we operate and transact business."  
**ADA Networks**

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## In Summary...

- ISO 9001 certification is **valid for all organisations**, regardless of size. It also:
  - Is an international, expert consensus on best practice for quality management
  - It is a model for satisfying customers and other stakeholders
  - It can save you money and open doors to new business
  - It can improve your organisation's consistency and traceability