

# Service standards in practice



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# Tour de table



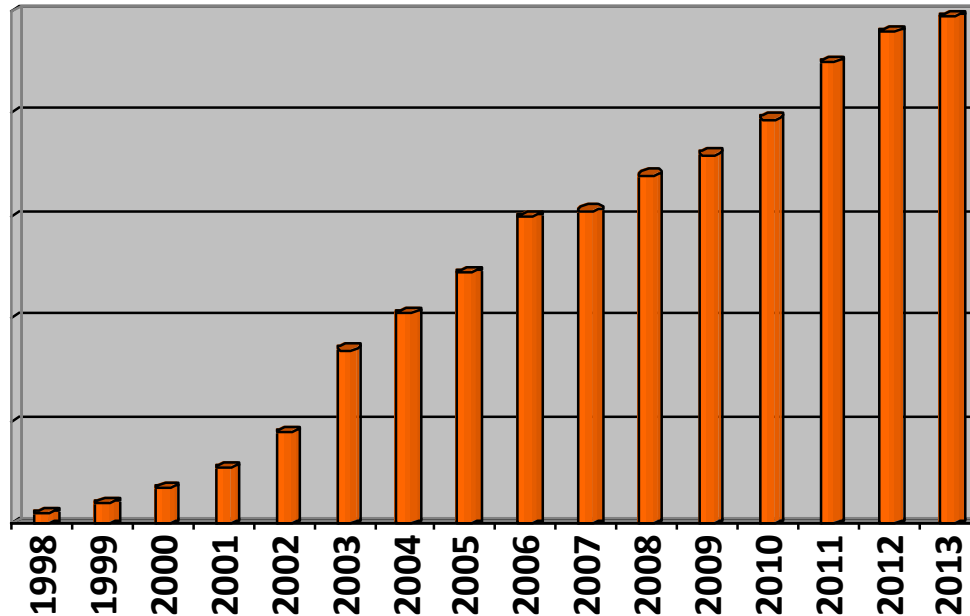
- Introduce yourself
- Expectations for the session



# Context



- Services 70% EU GDP
- Number of service standards growing but still small (~1% of total)



**Total service publications**

# Service standards and EU legislation



- **New approach** has not been applied to services
- except for **postal services** (Directive 97/67/EC)
- ... but recognition role of standards in single market for services
  - ✓ **Services Directive (2006/123/EC)**  
art 26.5 promote development of European Standards to facilitate interoperability, service quality & information to service recipient
  - ✓ **High level Group on Business Services**

# Regulation 1025/2012



- Sets legal framework for standardization in Europe
- Confirms importance of development of voluntary European Standards for services
- Provides clear basis for Commission standardization requests in the area of services



# Standards for services



- What do standards for services cover?



# Standards for services



- What do standards for services cover?
  - ✓ Terminology: common language within a sector
  - ✓ Measurement methods or KPIs: compare, measure quality, performance or other aspect relevant to service
  - ✓ Qualification of personnel: Knowledge, skills and competences and/or how to assess them
  - ✓ Best/good practices or codes of conduct: many times these form part of service standards covering other aspects
  - ✓ Requirements for service provision

# Standards for services



- What **DO NOT** standards for services cover?
  - x Requirements subject to collective agreements (working hours, holidays...) or **occupational** health & safety issues (OH&S training, medical examination...)
  - x Refer to specific equipment/technologies or commercial brands
  - x Management systems
  - x Requirements on customers
  - x Fixing of service price



# Guide 15-Development of service standards



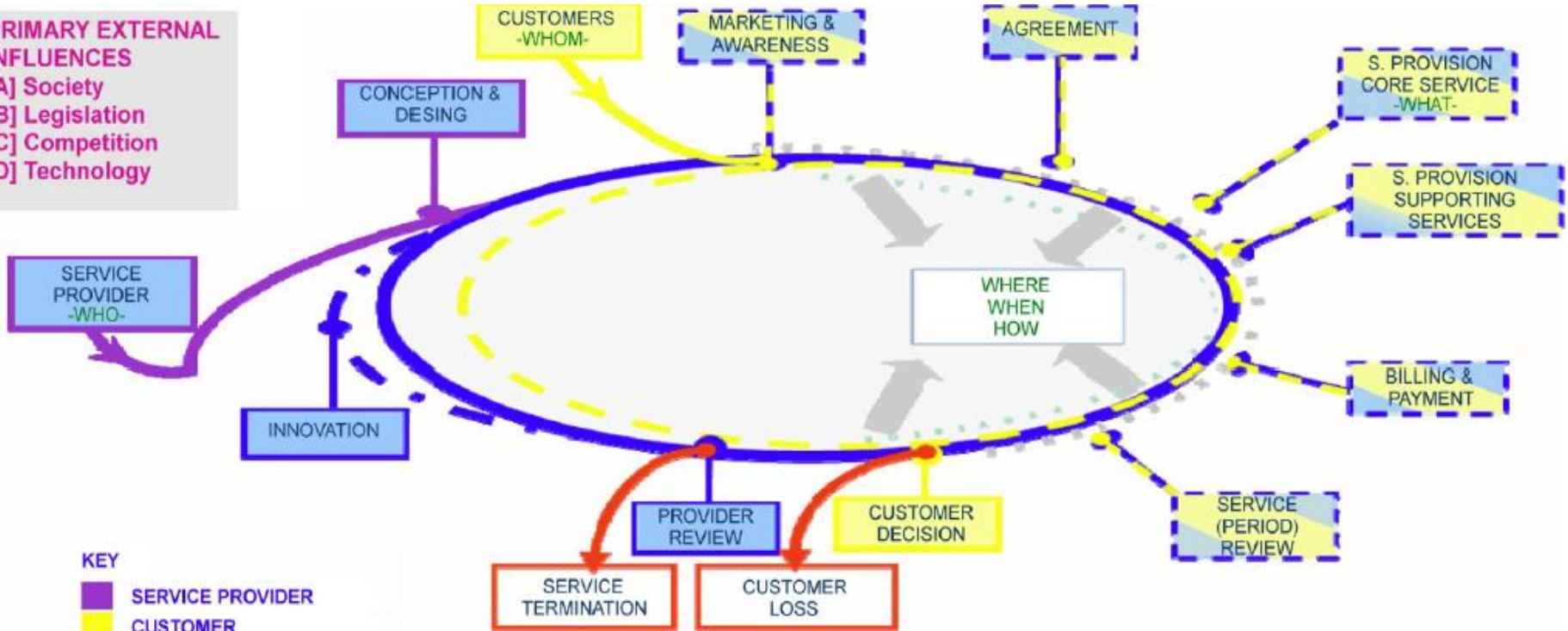
- Explains methodology for developing service standards
- Helps identify in a systematic way topics for inclusion in service standards:
  - Pre-normative phase (scope, reasons to undertake standardization, external influences, type of deliverable...)
  - Potential contents of service standard
- Includes a services lifecycle model

[http://boss.cen.eu/ref/CEN\\_15.pdf](http://boss.cen.eu/ref/CEN_15.pdf)

# Service lifecycle model



**PRIMARY EXTERNAL INFLUENCES**  
 [A] Society  
 [B] Legislation  
 [C] Competition  
 [D] Technology



**KEY**

- SERVICE PROVIDER
- CUSTOMER
- SERVICE PROVISION
- SERVICE ELEMENT

# Guide 15- Horizontal issues



- Guidance on how to address:
  - Environmental issues (CEN Guide 4)
  - Interface with legal requirements
  - Interference with management systems
  - Accessibility (CEN/CENELEC Guide 6)
  - Small and Medium sized enterprises (CEN/CLC Guide 17)
  - Measurement of service quality

# Guide 14- Qualification of personnel



- Methodological approach to express requirements on qualification of professions/personnel:
  - ✓ **Competence:** what a person should be/know to be suitable for a job/task
  - ✓ **Tasks to be performed:** what a person should be able to do to be suitable for a job/task
  - ✓ **Assessment of competence:** how a person is assessed to be considered suitable for a job/task
- Modular template for European Standards on qualification of personnel & list of basic terms and definitions

[http://boss.cen.eu/ref/CEN\\_14.pdf](http://boss.cen.eu/ref/CEN_14.pdf)

# Areas of activity (I)



## Security services

- CEN/TC 384 - Airport and aviation security services
- CEN/TC 417 - Maritime and port security services
- CEN/TC 419- Forensic science processes
- CEN/CLC TC 4 -Services for fire safety and security systems

## Social services

- CEN/TC 385 – Sheltered housing
- CEN/TC 431 –Service chain for social alarms

## Healthcare services

- CEN/TC 380 - Hearing aid specialist services
- CEN/TC 394 - Services of chiropractors
- CEN/TC 403 - Aesthetic surgery services
- CEN/TC 414 - Services in osteopathy
- CEN/TC 424- Cleft Lip and/or Palate
- CEN/TC 427- Doctors with additional qualification in homeopathy

## Professional qualifications

- CEN/TC 428 - E-Competences and ICT Professionalism
- CEN/TC 432 – Competency of customs representatives

# Areas of activity (II)



## Beauty and well-being

- CEN/TC 409 - Beauty Salon services
- CEN/TC 412- Indoor sun exposure services
- CEN/TC 435- Tattooing services

## Other consumer services

- CEN/TC 329- Tourism services
- CEN/TC 331- Postal services
- CEN/TC 373- Services of Real Estate agents

## Other services

- CEN/TC 405- Expertise services

## Business services

- CEN/TC 319 – Maintenance services
- CEN/TC 320 – Transport- Logistics and services
- CEN/TC 328 –Cleaning services
- CEN/TC 348 - Facility Management
- Cen/TC 374- Business support services
- CEN/TC 375- Customer Contact Centres
- CEN/TC 381- Management consultancy
- CEN/TC 395 Engineering consultancy services
- CEN/TC 404- Pest management

# Horizontal service standards



- A standard that covers aspects of service provision and applies across multiple sectors (e.g. service design, information provision to customers, complaint and redress)
- [CEN/TC 420 Service Excellence Systems](#) created in June 2012
- [M/517](#) for the programming and development of [Horizontal service standards](#) accepted by CEN in 2013



# Mandate M/517



- Two phases:
  - ✓ Phase I: Establishment of programme of European horizontal service standards (duration: December 2013- November 2014)
  - ✓ Phase II: Development of horizontal service standards
- Objectives:
  - ✓ facilitate compatibility of services, information to the recipient, quality of service provision & cross-border provision.
  - ✓ Identification & prioritisation of 6-7 proposals



# M/517: Possible Horizontal topics



- Preliminary list of 12 topics has been defined:
  - ? Agreement – service contracts (B2B and B2C)
  - ? Service review – customer satisfaction measurement
  - ? Service review – Performance measurement
  - ? Service terminology
  - ? Information to client (before, during or after service provision)
  - ? Service procurement
  - ? Service code of conduct (ISO 10001)
  - ? Complaints and redress (ISO 10002)
  - ? Dispute resolution (ISO 10003)
  - ? Service review – service improvement
  - ? Service innovation
  - ? Service design

**Consultation until 15 Oct:**  
[www.cen.eu/news/brief-news/Pages/NEWS-2014-020.aspx](http://www.cen.eu/news/brief-news/Pages/NEWS-2014-020.aspx)

# Benefits of service standards



	<b>Not a benefit</b>	<b>A minor benefit</b>	<b>A major benefit</b>
Improved ability to demonstrate service quality to customers	5%	30%	65%
Improved service quality	5%	33%	62%
Improved common definitions / terminology	13%	36%	50%
Improved ability to meet legislative / regulatory requirements	19%	31%	50%
Improved ability to meet health and safety requirements	24%	30%	46%
Improved contractual relationships	17%	38%	45%
Increased customer satisfaction	11%	45%	44%
Increased transparency of the services provided	14%	43%	43%
Improved use of performance indicators	19%	43%	38%
Increased confidence in service providers	14%	49%	37%
Improved ability to compare different service offers / providers	23%	46%	31%
Improved ability to export services (cross-border trade)	49%	31%	19%
Increased market share	47%	37%	15%
Increased profitability	48%	37%	14%

Source: Technopolis study (January 2012)

# Benefits of service standards



- ✓ SMEs more likely to get bigger benefits regarding improved service quality, improved ability to demonstrate service quality to customers and increased transparency of services provided
- ✓ Large companies more likely to get larger benefits regarding improved ability to meet health/safety and regulatory requirements
- ✓ 50% respondents stated standards used employed in procurement
- ✓ 69% respondents highlight use of standards in advertising (82% SMEs vs. 63% large companies)

# Challenges



- New area of standardization dominated by SMEs -lack of resources
- Lack of awareness of standardization and its benefits
- Multiple project committees created on an ad-hoc basis (Unique characteristics – no service is like the other )
- Horizontal standards may contribute to improve coherence of service standardization
- Difficulty to attract stakeholders in the development of horizontal service standards

# Service standards in practice



- Are there still some issues/questions we have not addressed?



# THANK YOU FOR ATTENTION!



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**Interested to know more? CEN webpage on services**

<http://www.cen.eu/work/areas/services/Pages/default.aspx>

**Follow us on Tweeter: [@Standards4EU](https://twitter.com/Standards4EU)**

