



From quality management in services to certification of services

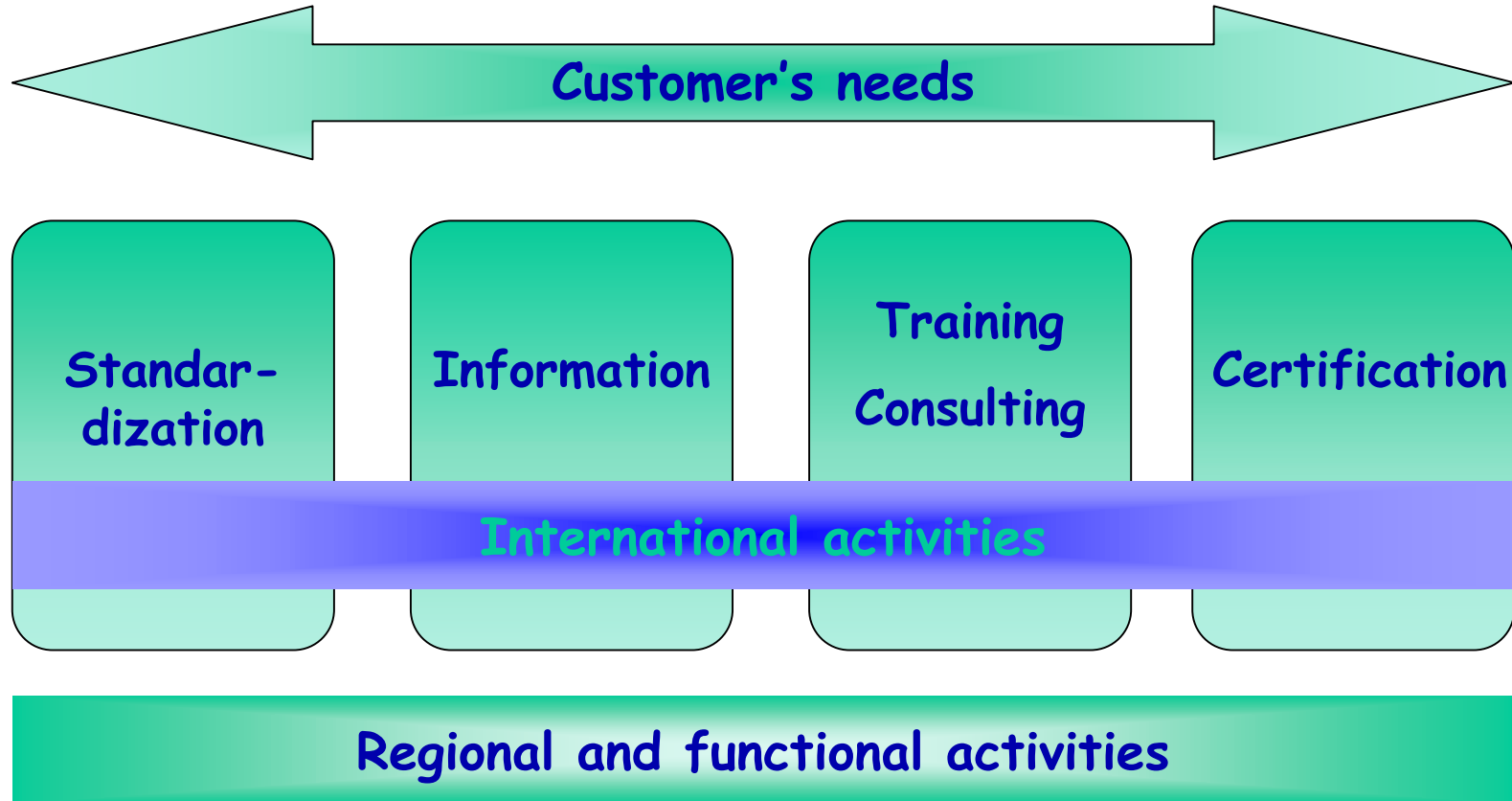
ITC

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Synopsis

- AFNOR Group and AFAQ AFNOR Certification
- The certification of services
- Comparison : quality management / certification of services
- Interest of services certification tools for export and development

AFNOR Group



AFAQ AFNOR Certification

- One of the first assessment and certification bodies at an international level
- Leader in France
- 25 000 certificates, 40 000 customers in 60 countries
- More than 300 employees

Few definitions about service

- Service = results of all the activities at the interface between the company and its customers
- Provision of a service = the activities which leads to a result/service

The principles of services certification

The objective

Ensure the respect of commitments of service that a company makes to its customers



Those service commitments are defined in a standard specific to an activity and from customers' needs

Different types of services certification

Depends on the nature of the list of service commitments :

- private
- collective
- standard

The content of a service standard

- Specific to a business area.
- Consists in defining the results of the provision of a service (definition of specific characteristics and indicators for each service).
- Deals with in particular :
 - reception
 - customers need identification
 - contract
 - implementation of the service provision
 - follow-up of service provision

Certification of services in France

An highly regulated activity

A special law

(loi n°94.442 du 03 juin 1994 + décret d'application n°95-354 du 30 mars 1995)

Designed for the protection of customer :

- ↪ administrative notification of certification bodies
- ↪ validation of contents of standards and control methods
- ↪ official publication
- ↪ precise rules of communication about certification towards customers

Examples of business areas concerned by a certification of services

About 50 business areas in France (and 5 in Europe)

For example :

- Hotel trade
- Residential homes for elderly people
- Removal furniture activities
- Public passengers transport
- Funeral services
- Market surveys and opinion polls
- Translation activities

Comparison between services certification and ISO 9001:2000

Main differences

Services certification



Guarantees the respect of precisely defined service commitments



Certification of results



Specific to an activity

ISO 9001 certification



Guarantees the quality system / organization implemented



Certification of a system



Generic to all business areas

Cooperation with Marocco for the setting up of a certification of services

- Business area : tourism and more specifically accomodation
- Strategic orientation for Marocco
- Specificities to show to advantage
- Validation of the definition of services and indicators

The benefits of certification of services for a developing country

