

# ISO/TS 23686:2022-10 (E)

## Service excellence - Measuring service excellence performance

---

<b>Contents</b>		<b>Page</b>
Foreword .....		iv
Introduction .....		v
<b>1</b>	<b>Scope .....</b>	<b>1</b>
<b>2</b>	<b>Normative references .....</b>	<b>1</b>
<b>3</b>	<b>Terms and definitions .....</b>	<b>1</b>
<b>4</b>	<b>Guiding principles .....</b>	<b>2</b>
4.1	General .....	2
4.2	Organizational commitment .....	2
4.3	Research and organizational ethics .....	2
4.4	Data management and analysis integrity .....	3
4.5	Transparency .....	3
4.6	Alignment .....	3
4.7	Self-organizing teams .....	3
4.8	Continuous reflection, evaluation and improvement .....	3
<b>5</b>	<b>Measurement system for service excellence performance .....</b>	<b>3</b>
5.1	General .....	3
5.2	Framework for measuring service excellence performance .....	3
5.3	Benefits and varieties of metrics for measuring service excellence performance .....	6
5.4	Selection of appropriate measurement methods and tools .....	7
5.5	Analyses for measuring service excellence performance .....	7
5.6	Use of measured results .....	7
<b>6</b>	<b>Measuring service excellence leadership and strategy .....</b>	<b>8</b>
6.1	General .....	8
6.2	Framework for measuring service excellence leadership and strategy .....	9
6.3	Metrics for measuring service excellence leadership and strategy .....	9
<b>7</b>	<b>Measuring service excellence culture and employee engagement .....</b>	<b>9</b>
7.1	General .....	9
7.2	Metrics for measuring service excellence culture and employee engagement .....	10
<b>8</b>	<b>Measuring outstanding customer experiences .....</b>	<b>10</b>
8.1	General .....	10
8.2	Framework for measuring outstanding customer experiences .....	10
8.3	Metrics for measuring outstanding customer experiences .....	12
8.4	Methods for collecting outstanding customer experiences metrics .....	13
8.5	Analyses for measuring outstanding customer experiences .....	13
<b>9</b>	<b>Measuring operational service excellence performance .....</b>	<b>14</b>
9.1	General .....	14
9.2	Framework for measuring operational service excellence performance .....	14
9.3	Metrics for measuring operational service excellence performance .....	15
Bibliography .....		17