

# ISO 18295-1:2017-07 (E)

## Customer contact centres - Part 1: Requirements for customer contact centres

| <b>Contents</b>                                     |  | <b>Page</b> |
|---|--|-------------|
| Foreword .....                                      |  | iv          |
| Introduction .....                                  |  | v           |
| 1   | Scope .....  | 1           |
| 2   | Normative references .....                               | 1           |
| 3   | Terms and definitions .....                              | 1           |
| 4   | Customer relationship requirements .....                 | 2           |
| 4.1   | General .....  | 2           |
| 4.2   | Communication of information to customers .....          | 2           |
| 4.3   | Measuring and monitoring of customer experience .....    | 3           |
| 4.4   | Complaints handling .....                                | 3           |
| 4.5   | Customer protection .....                                | 3           |
| 5   | Customer-focused leadership .....                        | 4           |
| 5.1   | General .....  | 4           |
| 5.2   | Customer experience design and delivery .....            | 4           |
| 5.3   | Employee satisfaction/engagement .....                   | 4           |
| 6   | Human resources .....                                    | 5           |
| 6.1   | General .....  | 5           |
| 6.2   | Functions .....  | 5           |
| 6.3   | Agent competencies .....                                 | 5           |
| 6.3.1   | General .....  | 5           |
| 6.3.2   | Communication and customer service competencies .....    | 6           |
| 6.3.3   | Technical competencies .....                             | 6           |
| 6.3.4   | Client-specific competencies .....                       | 6           |
| 6.4   | Skills development .....                                 | 6           |
| 6.5   | Communication of information to employees .....          | 6           |
| 7   | Operational processes .....                              | 7           |
| 7.1   | General .....  | 7           |
| 7.2   | Customer-related processes .....                         | 7           |
| 7.3   | Workforce planning .....                                 | 7           |
| 7.4   | Quality assurance related to customer interactions ..... | 7           |
| 8   | Service delivery infrastructure .....                    | 8           |
| 8.1   | General .....  | 8           |
| 8.2   | Handling customer interactions .....                     | 8           |
| 8.3   | Customer data .....                                      | 8           |
| 8.4   | Work environment .....                                   | 8           |
| 8.5   | Continuation of service .....                            | 8           |
| 9   | Client relationship .....                                | 8           |
| Annex A (informative) Metrics -- Guidelines .....   |  | 10          |
| Annex B (informative) Client/CCC relationship ..... |  | 15          |
| Bibliography .....                                  |  | 16          |