ISO 23592:2021 (E)

Service excellence — Principles and model

Contents

Foreword

Introduction

1 Scope

2 Normative references

3 Terms and definitions

4 Relevance and benefits of service excellence

5 Principles of service excellence

6 Service excellence model

7 Elements of the service excellence model

7.1 Service excellence leadership and strategy
7.1.1 Service excellence vision, mission and strategy
7.1.2 Leadership and management requirements
7.2 Service excellence culture and employee engagement
7.2.1 Service excellence culture
7.2.2 Employee engagement
7.3 Creating outstanding customer experiences
7.3.1 Understanding customer needs, expectations and desires
7.3.2 Designing and renewing outstanding customer experiences
7.3.3 Service innovation management
7.4 Operational service excellence
7.4.1 Managing customer-experience-related efficient and effective processes and organizational structure
7.4.2 Monitoring service excellence activities and results

Page count: 22