

ICS 03.080.30

English Version

## Customer Contact Centres - Requirements for service provision

Centres de contact clients - Exigences relatives à la  
délivrance du serviceKundenkontaktzentren - Anforderungen für die  
Leistungserbringung

This European Standard was approved by CEN on 5 October 2009.

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## **Foreword**

This document (EN 15838:2009) has been prepared by Technical Committee CEN/TC 375 "Project Committee - Customer Contact Services", the secretariat of which is held by NEN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by May 2010, and conflicting national standards shall be withdrawn at the latest by May 2010.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN [and/or CENELEC] shall not be held responsible for identifying any or all such patent rights.

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## Introduction

Customer contact centres (CCC) have an important role in the interaction between the organization purchasing the CCC service and their customers. CCCs do not always live up to the customers' expectations (e.g. long queuing times, failure to answer queries promptly and efficiently, and impersonal treatment). They vary in their levels of service quality and consumer protection, and work to many different standards and levels of efficiency.

This European standard has been developed in response to European Commission mandate M/378. The Mandate states that the goal of the standard is to provide quality of service requirements for contact centres, common to all centres, and irrespective of the service sector, technical approach to the provision of the service, or the service provider. The standard applies to both in-house customer contact centres as well as outsourced centres. The standard has been devised to benefit both of these types of contact centre and the customers who make use of their services.

Whilst the standard is voluntary, it aims to bring the following advantages to those that adopt it:

- a) improvements in customer contact quality, which can give a competitive edge to the organization and avoids the risk of customer criticism about poor service or service failure;
- b) cost efficiencies through better processes and a better understanding of the customer contact service, whilst maintaining quality outcomes and effectiveness;
- c) improvements in staff retention through understanding and valuing the staff contribution to customer service and outcomes; and
- d) customer satisfaction.

This European Standard aims to encourage the development of services, which are effective, high quality and cost-efficient and which meet customers' expectations. It addresses a number of areas, using a balanced approach.

The European Standard is visualized in the framework in Figure 1. Each Customer Contact Centre is organized in seven categories: four enablers inside the organization and three result areas.

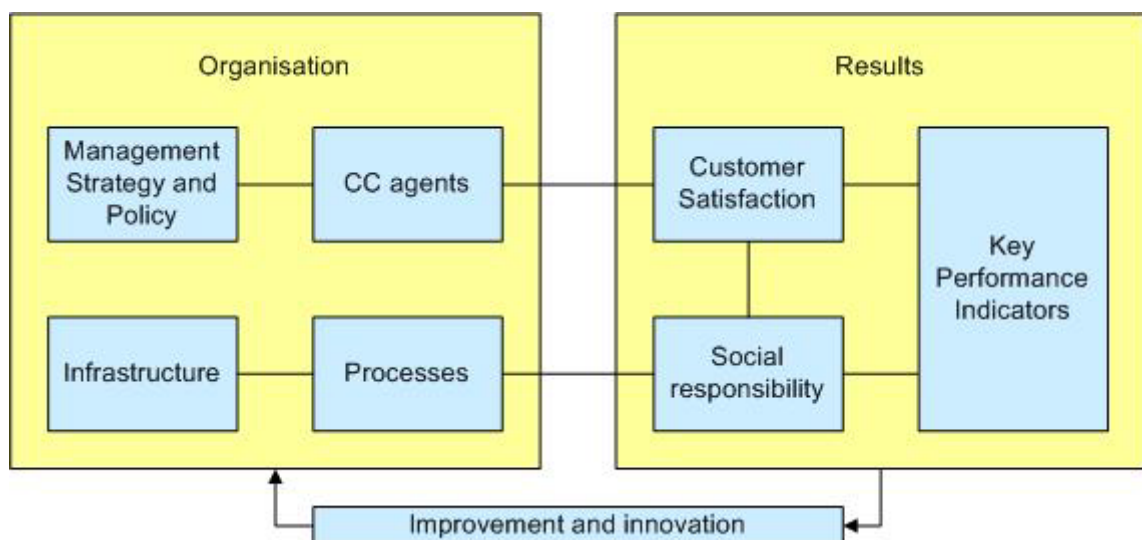


Figure 1 – Customer Contact Centre framework

Implementing the standard should improve both customer service and business success. It is designed to achieve customer, staff and stakeholder satisfaction. It should create a culture of continuous improvement and foster increased understanding of the value of the customer contact centre.

Figure 2 gives an overview of what can be provided through customer contact centres.

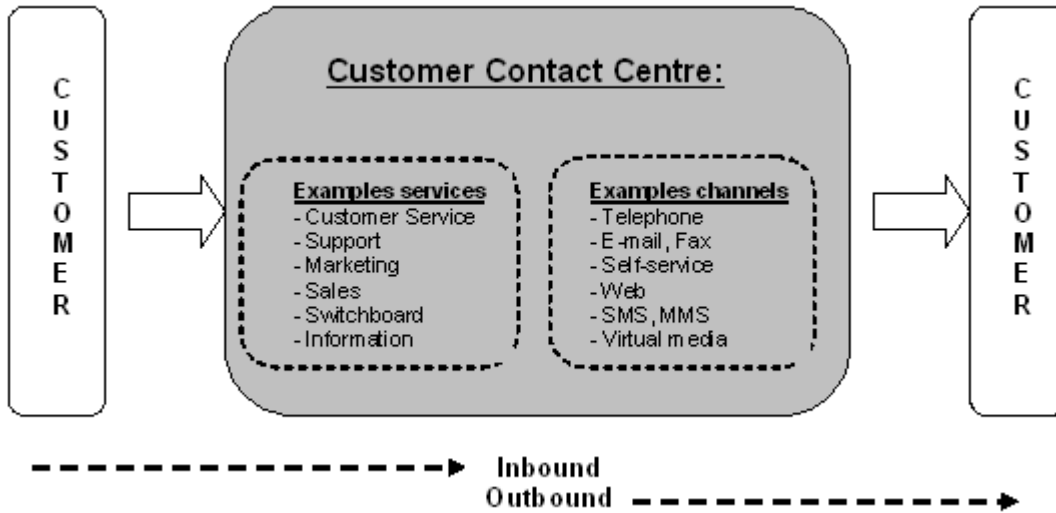


Figure 2 – Overview of what can be provided through customer contact centres