



Strategy for Standardization in Service Sector

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- What
- Drivers
- Why
- What BIS Has Done So Far
- Service Standards at ISO
- Where is the Need
- Future Strategy

Service Standardization

Services

- result of at least one activity, necessarily performed at the interface between the supplier and customer, that is generally intangible

Service standards

- “pure” service standards, their main purpose is to help with the provision of a service
- standards that support the infrastructure necessary to the provision of a service.
- horizontal standards, such as management system standards (MSS), that can be applied to services

Drivers for Service Standards

1. Largest component, more than 65% of global GDP and similar share in majority countries.
2. In India 66.1% in 2015-16
3. Increasingly occupying trade share

Understanding Service Standardization

- Services are complex, intangible, irreversible, heterogeneous, cannot be stocked
- Services are dependent on the delivery mechanism
- Customer is inseparable in the delivery process.

Why Are Service Standards Important?



Helps to
retain
existing
customers



Helps to
enhance
customer
satisfaction



Helps to
maximize the
frequency of
customer visits
or transactions



Generates
more positive
word of mouth
advertising

BETTER CUSTOMER SERVICE

History

- Standardization since 1947
- Service Standardization since Early 90s
 - Banking and Financial
 - Active in Banking Sector in late 90s
 - Hospital and Medical Care
 - Active
 - Hotel and Tourism
 - Dissolved in two years
- In tourism and education Started in 2013

Standards Published

- Around 200 standards related to
 - Public Service
 - Banking and Financial
 - Tourism
 - Social Responsibility
 - IT
 - Hospital Planning
 - Education
 - Documentation and Information

Important Service Standards

- QMS Requirements for Public service organizations
- Guidance for outsourcing
- Customer Satisfaction Measurement
- Library Performance Indicators
- Financial Services International Bank Account Number
IBAN
- Financial Transaction Cards Originated Messages
- Adventure Tourism
- Tourist Information Offices
- Tourism Accommodation – Terminology
- QMS for Educational Institutes
- Quality management for Hospital Services
- ITeS - BPO

Service Standardization at ISO level

- TC 68 - Financial Services – P Member
- TC 176 - Quality management and quality assurance – P Member
- TC 222 - Personal Financial Planning – P Member (Stand by)
- TC 224 - Service activities related to drinking water supply systems and wastewater systems – Quality criteria of the service and performance indicators – P Member
- TC 225 - Market, opinion and social research – Not Member
- TC 228 - Tourism and related services – P Member
- TC 232 - Learning services for non-formal education and training – O Member
- PC 259 – Outsourcing – P Member

Standards on Services

- IS/ISO/IEC Guide 76: 2008 – Development of Standards – Recommendations for Addressing Consumer Issues
 - Information
 - Access & fairness
 - Choice
 - Safety and Security
 - Quality
 - Redress
 - Environment Issues
 - Representation
 - Compliance with Laws

Requirement of Service Standards

Throughout the Service Delivery Process

- Defining Requirements
- Development Process
- Quality of Services
- Evaluation of services
- Improvement

Strategy for Standardization

- Constitution of New Sectional Committee on Service Standards
- Chairmanship of Ministry of Commerce
- Members
 - Regulatory Authorities
 - Service Providers
 - Consumer Groups
 - Industry Associations

Strategy for Standardization

- Close Co-ordination with Ministries to Identify Needs in Different Sectors
- Adopt their Guidelines SOPs as National Standards
- Adopt Relevant International Standards

Strategy for Standardization

- Horizontal Service Standards – addressing cross vertical characteristics. These will be used as a basis for writing vertical standards
- Vertical Standards – specific requirements

Mandate to Stakeholders

BIS

- Harmonize Indian standards to global standards
- Influence Global Standards
- Simplify, Involve, Protect National interests
- One standard accepted everywhere

Industry

- Participate actively in National standardization
- Become Globally active in Standards
- Raise Industry to global standards

Ministries / Departments

- Identify where standards are required.
- Actively participate in standardization, convert guidelines into standards,
 - Create domestic standards where we have strength
 - Harmonize where we want large number of foreign players in the market
- Provide Equal Opportunity to all players

Focus areas

Tourism : Convert existing guidelines/SOPs developed by the Ministry of Tourism into Indian Standards and other areas identified for development of standards.

- Guidelines for the selection, training and licensing of Regional Level Tourist Guides
- Code of Conduct for Safe & Honourable Tourism
- Guidelines for Travel Agents
- Guidelines for Inbound Tour Operators
- Guidelines for Tourist Transport Operators
- Guidelines for Adventure Tour Operators
- Guidelines for Domestic Tour Operators

Focus areas

- **Health Care** : Several Regulatory bodies, Ministry of Skills are involved in healthcare. All standardization work would be carried out in close consultation with these bodies.
- One of the focus areas would be skills based standards for which the Healthcare Skills Sector Council is the nodal agency.

Focus areas

- **Education Services:**
- Voluntary standards will be kept distinct from regulatory requirements for educational institutions
- Some of the voluntary areas can be:
 - teaching methods
 - teaching aids
 - curriculum design
 - Standardization of Processes of Inspection and Quality Control

Focus areas

- Corporate Social Responsibility
 - Requirement Standard with Guidance for Use
 - Auditing Standard

Other priority areas

- Transportation
- Logistics
- Distribution
- Retail
- Hospitality & Catering
- Repairs & Maintenance
- Information services
- BPO / KPO services
- Software development



thank
you