

# Certified customer satisfaction

## **"We make your success measurable"**

Customer satisfaction is the key to long-term business success. The satisfaction of your customers stems from a subconscious comparative process between the expected and the perceived service. TÜV NORD CERT analyses your customer satisfaction based on the "TÜV documented customer satisfaction".

You have had a customer satisfaction analysis within the last year?

We will gladly examine whether the methods of your customer survey can be integrated into our test procedures. You will find the customer satisfaction analysis rating in the next step.

## **You have not yet conducted a customer survey?**

That's not a problem. TÜV NORD CERT will gladly help you conduct a customer survey. If necessary, TÜV NORD CERT will conduct the customer survey. In this case, you can choose between the following options on how the survey is to be carried out:

- written,
- online,
- by telephone, or
- through on-site interviews.

## **After the survey**

If your customer satisfaction analysis fulfils all of the TÜV NORD CERT criteria, then your company has passed the certification test and can advertise the tested customer satisfaction using the TÜV NORD symbol. This distinguishing feature provides verifiable advantages when it comes to new customer acquisition and customer loyalty.

## **Effective for all industries**

The added EXTRA: TÜV-tested customer satisfaction can refer both to your service as well as your products. Our inspection is geared towards companies in every industry. In addition, the test is also suitable as the basis for additional certifications, such as the service quality or quality of consultation as well as the development or expansion of a quality management system according to DIN EN ISO 9001.

## **Optimisation tips**

In addition to the marketing aspects, your company also benefits through the discovery of potential for improvement by which the demands of your customers are specifically formulated and documented. The potential of your customer's ideas for optimisations and innovations provides a wide variety of benefits.

## **Note**

Of course, we support you in conducting employee surveys. We, as a neutral party, win the trust of your employees. This is the prerequisite for reliable and representative survey results.

# **Certified service quality**

## **"The oases in the service wasteland"**

Anyone who builds an oasis in the much talked about "service wasteland" will clearly have an advantage over the competition. Companies whose quality of service leaves nothing to be desired can now confirm this with the quality symbol "TÜV-tested service quality" and make a statement to the outside world which will help them stand out in the market.

The test is especially well suited for companies in the service providing industry and all companies with service-intensive activities such as travel agencies, insurance companies, banks, car dealers, call centres, etc.

## **Effective marketing and efficient optimisations**

The service quality certification is based on a cross-industry criteria catalogue. Starting with the general definition of service quality, a company's service is made measurable using the criteria defined in this catalogue. The criteria catalogue is thus the measuring staff for optimised service performance and, in addition to the minimum requirements for successful certification, provides for the discovery of existing areas of potential optimisation.

After successful certification, the quality symbol can be optimally used for marketing purposes.

## **A certificate in four phases**

1. **Joint preparation:**

You will receive the criteria catalogue from us as a basis for testing and we will jointly create a schedule for the progress of the certification project.

2. **Inspection phase:**

The "service quality" is evaluated by process-oriented document checks, an on-site audit, and a customer questionnaire. The document check can be part of the on-site audit. The on-site audit follows the top-down principle, i.e. the topic of service is examined from various hierarchy levels and the corresponding perspectives. (The basis for testing is the TN CERT standard service quality). Optionally, we recommend including mystery analyses (test purchases) in the test procedures. Our expertise is at your disposal for this too!

3. **Decision phase:**

Phase 3 includes the creation of the Management Summary, which is a summary of the test results and the decision resulting from them about the awarding of a certificate and quality symbol.

4. **Marketing and annual inspection**

We will support you in your marketing actions and joint public relations efforts. To maintain the high level that is achieved and to develop it further, annual monitoring audits are performed. Customer questionnaires are repeated every two years. The certificate is valid indefinitely with annual testing.