

# TÜV NORD CERT – “Certified Customer Satisfaction”

Customer satisfaction is one of the most important factors in the success of any organisation/business. In fact, sustainable success is only possible if there is an ongoing focus on customers and their needs. But what do customers particularly appreciate and where do they think there could be improvements? And what is it about a company's performance that makes customers recommend it to others?

An evaluation by TÜV NORD CERT means that organisations can find out the answers to these and other questions, and can also communicate their success as regards customer satisfaction with the “Certified Customer Satisfaction” test mark.



## Target groups for certification

The certification applies to all sectors and is therefore directed at all service and trading companies which have contact with end consumers. You can also use “Certified Customer Satisfaction” certification as a basis for further certifications, for example for an audit according to ISO 9001 or for “Certified Service Quality”.

## Benefits of certification

Following successful certification, you can make use of our “Certified Customer Satisfaction” test mark, drawing the attention of existing and potential clients to the strong customer focus within your business. The mark creates trust and confidence and confirms your customers' belief that they are in good hands. Satisfied customers remain loyal to your company and also recommend your products and services to others. A further benefit is that an evaluation by TÜV NORD CERT as a neutral third party offers you an exact overview of your strengths and weaknesses from the point of view of your customers by performing a customer survey. The results of the survey are summarised in a report and this can serve as a basis for you to undertake specific improvements. At the same time, the survey identifies the service criteria that are particularly important to customers and also where there may be potentials for savings. The report also makes it easy for you to communicate proposed measures to others within your organisation.

### Preconditions for certification

The basis for the certification is a meaningful customer survey which is no more than one year old. On a scale of 1 to 5, the average grade over all the criteria has to be at least 2.2, whilst the overall recommendation rate has to be at least 35%. If you already have a current and meaningful customer survey, it can be integrated into the certification process, making it simpler. Otherwise, TÜV NORD CERT can perform the survey for you, either in writing, online or by telephone. The scope of the survey depends on your client structure and numbers.

### Our know-how for your success

TÜV NORD CERT is a well-established and reliable partner for inspection and certification services throughout the world. Our experts and auditors have extensive knowledge based on experience and are in general permanently employed by TÜV NORD. This guarantees independence and neutrality and also means that we can offer continuity in supporting our clients. The benefit to you is clear: our auditors accompany and support the development of your company and provide you with objective feedback.

### The route to the certificate



### Are you interested?

Please send us your response by fax.

We are looking forward to hearing from you.

Yes, I am interested in certification for “Certified Customer Satisfaction”. Please contact me.

Sender (Please use block capitals)

Company .....

Postcode/Town .....

Mrs./Mr. ....

Phone .....

Position .....

Fax .....

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