

## WHITEPAPERS

# LONG - TERM BENEFITS OF ISO CERTIFICATION

WHY ISO CERTIFICATION SHOULD BE  
PART OF BUSINESS' LONG-TERM  
STRATEGY

# 1

# IMPROVED FINANCIAL PERFORMANCE

Name a business that can survive on poor financial performance for sustained periods of time.

Indeed, none come to mind. Even a Not-For-Profit business will need to be financially healthy.

ISO certifications have a direct link to profitability by impacting the two key drivers of profitability:

- Revenue
- Cost

This is in turn realised by the impact that ISO certifications can have on:

- the total number of customers
- increase in average transaction size
- frequency of transactions etc

On the cost side, ISO certifications directly impact cost savings due to :

- Productivity
- Process efficiencies
- Reduced turnover, absenteeism etc

# 2

## CUSTOMER PURCHASE BEHAVIOUR ALIGNMENT



How do clients / customers make the decision to do business with...well, a business?

It depends on the industry / sector.

One of the key long-term benefits of ISO is that they consistently meet the requirements of clients.

Customers often factor ISO compliance in their decision-making process. They also tend to remain loyal to such vendors.

With an ISO certificate, businesses will not only reap short-term benefits, but they will enhance their marketability in the long-term.

With an ISO certification, a company can embrace quality through continual improvement. Noticeably, one of the key goals of quality management systems is customer satisfaction.

What this means in short, is that ISO certification has long-term impacts on both customer acquisition and customer retention. And thereby it can boost the lifetime value of every client / customer.

# 3

## IMPROVED QUALITY OF PRODUCT



How many clients / customers do you know that are prepared to buy products of poor quality?

Will a business knowingly compromise on the quality of products they are offering to the market? You certainly would hope not!

A quality management system (QMS) entails quality standards.

As such, one effect of incorporating a QMS should be to increase the quality of products across the whole firm.

The auditing process ensures that that level of quality is maintained in the long-term.

This translates to heightened quality standards in every process and every product.

Quality can be termed as conformance to the set requirements. Thus, a well-developed, efficiently implemented ISO Quality Management System will put your business on the road to increased quality.

# 4

## IMPROVED CUSTOMER EXPERIENCE

What makes a client refer to someone else? Why does a customer recommend your services / products to a colleague / friend?

It boils down to customer experience.

If a business cannot provide a customer experience that delights the client / customer on a consistent basis, then in the long run the customer base will gradually erode away.

Clients want to know that they and their information is secure with you. Clients want to know that you care about the impact on the environment. They want to know that you do what it takes to keep your employees safe. They also care about the quality of the work you do. Your clients care about their own safety, especially when it comes to consumables.

All of the above is Customer Experience.

And ISO Certification helps you provide a high level of customer experience on a consistent basis over a long term.

# 5

## RETENTION OF YOUR BIGGEST ASSET



The great companies and leaders have often said that their biggest asset are 'their employees'.

Why does an employee stay with the same employer?

Could be a number of factors but a large level of employee dissatisfaction can result in increased turnover, absenteeism, decreased morale etc.

And this will inevitably over a long period manifest in the form of poor customer experience.

When you go down the path of ISO certification you are communicating a very important message to your employees.

That you care.

You care about their safety and well-being, you care about the work they do and the sensitivity of the information they might handle, you care about their families and future generations by investing in environmental management and lots more!

ISO means that you don't take them for granted, particularly over the longer term.



## CONTACT US!

Speak to the team at Sustainable Certification and find out how we could support you.

Call us on **1800 024 940** to speak directly to our staff.

Or send us your questions via email at:

**[co@sustainablecertification.com.au](mailto:co@sustainablecertification.com.au)**

We'll get back to you as soon as possible.

