

**Requirements for Customer Service Transparency Certification
for Service Providers**

STANDARD CSTS 1001:2014



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STRUCTURE OF THE CUSTOMER SERVICE TRANSPARENCY SYSTEM (CSTS)

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REQUIREMENTS OF THE CSTS

1. Scope

The purpose of this Standard is to specify the requirements for a Customer Service Transparency System (CSTS), where an organization needs to demonstrate its commitment to customer service transparency to its customers.

2. Normative References

None

3. Terms and definitions

None

4. Customer Service Transparency System

4.1 General Requirements

The organization shall establish, document, implement and maintain a Customer Service Transparency System (CSTS), which is based on open and transparent communication with its customers.

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The organization shall

- a) provide access to call recordings to its customers. Where recording access is automated, the recording sharing service shall be available at least 95% of the time and offer its customers a method of registration for secure online access to the call recording archive. Where recording access is not automated, a copy of the recording will be provided to the customer in 5 working days or less
- b) notify customers prior to recording calls, and
- c) ensure that customer care staff members are identified by name during all customer interaction.

These processes shall be managed by the organization in accordance with the requirements of this standard.

4.2 Documentation Requirements

4.2.1 General Requirements

The Customer Service Transparency System shall include

- a) documented statements of a Customer Service Transparency Policy and Customer Service Objectives,
- b) documented procedures and records required by this standard, and
- c) documents and records determined by the organization to be necessary to ensure the effectiveness of the Customer Service Transparency System.

4.2.2 Control of Documents

Documents required by the Customer Service Transparency System shall be controlled. The organization shall adopt a documented procedure for the review, approval, updating, and distribution of all documents associated with the Customer Service Transparency System.

4.2.3 Control of Records

The organization shall adopt a documented procedure to define the controls for the storage, maintenance, and retrieval of records associated with the Customer Service Transparency System. Records shall be maintained for a minimum of 2 years.

5. Management Responsibility

5.1 Management Commitment

Top management shall demonstrate their commitment to the Customer Service Transparency System by

- a) communicating to the organization the importance of providing its customers with a consistently high level of customer service,
- b) establishing a Customer Service Transparency Policy, and

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- c) establishing customer service objectives.

5.2 Customer Service Transparency Policy

Top management shall ensure that the Customer Service Transparency Policy

- a) includes a commitment to customer service transparency,
- b) provides a framework for establishing and reviewing customer service objectives,
- c) provides a framework for reviewing customer feedback, including complaints, and
- d) is communicated within the organization.

The Customer Service Transparency Policy shall be publicly accessible.

5.3 Customer Service Objectives

Top management shall ensure that the customer service objectives are established at relevant levels within the organization. The customer service objectives shall be measurable and consistent with the Customer Service Transparency Policy. Customer service objectives shall be publicly accessible.

6. Customer Feedback

The organization shall actively engage customers on a regular basis for customer service evaluations and other feedback related to the customer service. A member of management shall be nominated by the company to oversee customer feedback, including complaints. The organization shall regularly compile and make public the results of customer feedback.

The results must include, at minimum:

- Average call waiting time by period (Eg, last hour, last day, last week)
- Results of surveys of customer satisfaction with Customer Services, including the content of the survey questions, and number of responses

7. Monitoring and Measurement

The organization shall regularly monitor and measure the effectiveness of the Customer Service Transparency System and implement corrective actions, where necessary, to continually improve its performance.