

# CUSTOMER SERVICE TRANSPARENCY STANDARD

## THE NEW MARK OF TRUST IN CUSTOMER SERVICE

“No longer a luxury limited to forward-thinking, market-leading organizations, transparency has become a marketplace imperative.”

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In customer service, quality, trust and transparency are intertwined. Quality is critical in maintaining trust in a brand, and transparency can be a powerful driver for quality throughout a business.

The Customer Service Transparency Standard (CSTS) is a unique certification programme for the best performers in customer care. If your organization values transparency, then CSTS certification gives you an opportunity to gain maximum competitive advantage.

The standard is audited by AJA Group, worldwide leaders in certification compliance.

### THE POWER OF TRANSPARENCY

The CSTS is a simple but powerful standard that describes the steps organizations can take to ensure that they comply with the highest level of transparency in the customer interactions.

The initial version of the standard focuses on telephone calls and covers the sharing of call recording and publication of customer service feedback statistics.



Organizations who implement the CSTS strengthen their brand through a tangible indication of trust and openness. The certification is designed for those that have confidence in the quality of their service, and want to prove it.

### KEY BENEFITS

- Unique and compelling sales tool, to attract new business and retain existing customers.
- A tangible way to prove commitment to quality in customer care
- Shows independent certification of business transparency
- A powerful and innovative means to competitive advantage

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### GET CERTIFIED

If your organization values transparency, certification is easy to achieve.

The CSTS is offered in partnership by ServeMeBest and AJA Europe, with ServeMeBest providing the Trust+ compliance technology and AJA performing independent auditing and certification.

Ask for the CSTS kit, which includes a copy of the standard and a sample transparency policy. The CSTS is licenced on an annual basis with pricing determined by organization size.

CSTS Level	Includes	Fee
Small (Under 100 CSRs)	Annual audit, 1 year licence	€1,500
Medium (100-300 CSRs)	Annual audit, 1 year licence	€3,000
Large (Over 300 CSRs)	Annual audit, 1 year licence	€5,500

To minimize compliance costs, auditing is performed remotely. With certification you will receive an official certificate, and a guide to usage of the CSTS branding. The branding can be used in marketing communications as a sign of quality and openness in customer service.

### CONTACT

For more information about the CSTS Programme and Trust+, contact AJA Europe or ServeMeBest.



[ajaeurope.eu](http://ajaeurope.eu)

[ajaregistrarsgroup.com](http://ajaregistrarsgroup.com)

[a.pagliuca@ajaregistrars.it](mailto:a.pagliuca@ajaregistrars.it)

+ 39 066507541

**SERVE**<sup>ME</sup>**BEST**  
winning transparency

[www.servemebest.com](http://www.servemebest.com)

[info@servemebest.com](mailto:info@servemebest.com)

+973 1782 0702

**“In The Era Of Transparency,  
Trust Is The Key To Success.”**

Forbes Magazine, November 2012