

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.

SERVE ME BEST
winning transparency

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 standard focuses on customer interactions over chat and by phone, and covers the sharing of call recordings and chats, and the 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.

GET CERTIFIED

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

The CSTS standard is based on transparency measures that also make good business sense. They include:

- Establish and publish a Customer Service Transparency Policy
- Ensure that customer care staff members are identified during all customer interactions
- Notify customers prior to recording calls
- Provide chat transcripts to customers on request
- Provide access to call recordings to customers upon request
- Publish results of surveys of customer satisfaction with Customer Services

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.

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.

ServeMeBest and AJA Europe offer training, consultation and documentation to ensure your CSTS certification is a success. ServeMeBest also provides cloud technology that enables transparency in customer service:

- Trust+, a standalone call recording sharing service
- Survey+, for instant and full loop performance feedback by mobile



The CSTS brand can be used in website, email, social media and printed communications as a sign of quality and openness in Customer Service.

CONTACT :

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

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
- Robust Return on Investment model

ServeMeBest

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**"IN THE ERA OF TRANSPARENCY,
TRUST IS THE KEY TO SUCCESS."**

Forbes Magazine