Consumers in Africa: making a difference in standards

Consumers and public services – issues and standards

ARSO GA consumer seminar

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What is “quality” in public services?

- Managing and meeting expectations, e.g. delivery times
- It is about maintaining and enhancing relationships.
- Several approaches: MSS, sectoral, or generic aspects

No integrated, comprehensive solution for everything, except possibly….. ISO/IEC Guide 76!
Generic Guide for services

ISO/IEC Guide 76, Development of service standards – Recommendations for addressing consumer issues

Scope:
“This Guide provides general guidance on the issues to be considered in standards for services. On the basis of this guidance, detailed standards can be prepared for any service. This Guide provides a checklist which can be used by consumer representatives and others participating in the process of standards development. Use of the checklist enables full consideration to be given to all matters of consumer interest, including the needs of children, older persons, persons with disabilities and those from different ethnic and cultural heritages.

ISO/IEC Guide 76:2008 is relevant to the full range of services, whether or not a formal contract is entered into or purchase price paid, but it also has relevance for public or charitable services in which there is a consumer, a user or a participant, but not necessarily a purchase, e.g. education, health and care provision.”
Guide 76: Key consumer principles

- Information
- Access and fairness
- Choice
- Safety and security
- Quality
- Redress
- Environmental issues
- Representation
- Compliance with laws and regulations
Analyzing phases of service provision

Delivery of a sports event

Supply of information

Sale of tickets

Arrival at stadium

Arrival at stand

First half of the game

Half-time

Second half of the game

Departure from stadium

Support activities, e.g., selling club articles

Pre-transaction

Transaction

Service delivery

Post-service delivery

Redress
Different approaches

Management System Standards

• **ISO 9001**, *Quality management systems -- Requirements*
• **ISO 14001**, *Environmental management systems -- Requirements with guidance for use*
• **ISO 50001**, *Energy management systems -- Requirements with guidance for use*

Generic aspects

• **ISO 10002**, *Quality management -- Customer satisfaction -- Guidelines for complaints handling in organizations*
• **ISO CD 18295-1** *Customer contact centres -- Part 1: Requirements for Customer Contact Centres, and ISO CD-2 Requirements for organizations employing the services of Customer Contact Centres*
• **ISO 14552**, *Network services billing - Requirements*

Sector standards

(Specifications for e.g. the health sector)
How to find standards on health

- TC 76, Transfusion, infusion and injection, and blood processing equipment for medical and pharmaceutical use
- TC 84, Devices for administration of medicinal products and intravascular catheters
- TC 94, Personal safety - Protective clothing and equipment
- TC 106, Dentistry
- TC 121, Anaesthetic and respiratory equipment
- TC 150, Implants for surgery
- TC 157, Contraceptives/STI
- TC 168, Prosthetics and orthotics
- TC 170, Surgical instruments
- TC 172, Optics and photonics
- TC 173, Assistive products for persons with disability
- TC 181, Safety of toys
- TC 194, Biological evaluation of medical devices
- TC 198, Sterilization of healthcare products
- TC 210, Quality management and corresponding general aspects for medical devices
- TC 212, Clinical laboratory testing and in vitro diagnostic test systems
- TC 215, Health informatics
- TC 249, Traditional Chinese medicine
- PC 283 Occupational health and safety management systems
Standards on security, education

ISO/IEC JTC 1/SC 27 - Security techniques, e.g.  
ISO/IEC 27001:2013 Information technology -- Security techniques -- Information security management systems – Requirements,  
ISOTC 292, Security and resilience  
Anti-counterfeiting, emergency management, and supply chain security  

ISO/TC 224 Service activities relating to drinking water supply systems and wastewater systems - Quality criteria of the service and performance indicators  
Standards on service quality, crisis management, water quality event detection  
ISO 24510:2007, Activities relating to drinking water and wastewater services -- Guidelines for the assessment and for the improvement of the service to users  

ISO/IEC JTC 1/SC 36 - Information technology for learning, education and training  
ISO/TC 232 – Learning services outside formal education  
ISO 29990:2010, Learning services for non-formal education and training -- Basic requirements for service providers  
ISO 29991:2014, Language learning services outside formal education -- Requirements
Integrating approaches: a case study

Water utility company: Sénégalaïse Des Eaux

- Use of MSS
- Generic standards for customer satisfaction
- → Related service, e.g. Payment systems
- Specific standards for water-quality (testing)
Conclusion

- What are consumers’ needs and expectations?
- What are the critical phases in service delivery?
- What combination of approaches will meet consumers’ needs at critical phases?

Thank you
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