



THE INTERNATIONAL  
CUSTOMER SERVICE  
INSTITUTE



Is your organisation  
achieving Customer  
Service Excellence?

Complete our Online  
Self Assessment  
today and find out!

Log on to [www.ticsi.org](http://www.ticsi.org) and start your  
organisation or department  
Self Assessment today

## The International Customer Service Standard (TICSS) New Online Self Assessment

### Benefits of Self Assessment

- Increase Customer Satisfaction
- Increase Customer Retention and Loyalty
- Increase Efficiency in Service Delivery
- Reach Your Business Goals Faster
- Independence – No Strings Attached
- Free Customer Service Excellence Framework
- Create a Customer Service Culture
- Measure and Monitor Your Customer Service
- Create Customer Service Awareness
- Continuous Service Quality Improvement

### Introductory Offer

Complete your Self Assessments for free until end 2009

### Online Self Assessment

The International Customer Service Institute (TICSI) has provided a freely accessible, Online Self Assessment Tool for organisations who wish to assess and measure their customer service performance against the requirements of The International Customer Service Standard (TICSS). This clever Online Self Assessment Tool will take you step by step through each of TICSS requirements.

The more requirements your organisation meets, the closer you come to achieving Customer Service Excellence. Take your time and answer all sections as accurately as possible. There is no need to answer every question in one sitting – simply save your work and return when convenient.

Visit [www.ticsi.org](http://www.ticsi.org) and start assessing your organisation or department today!

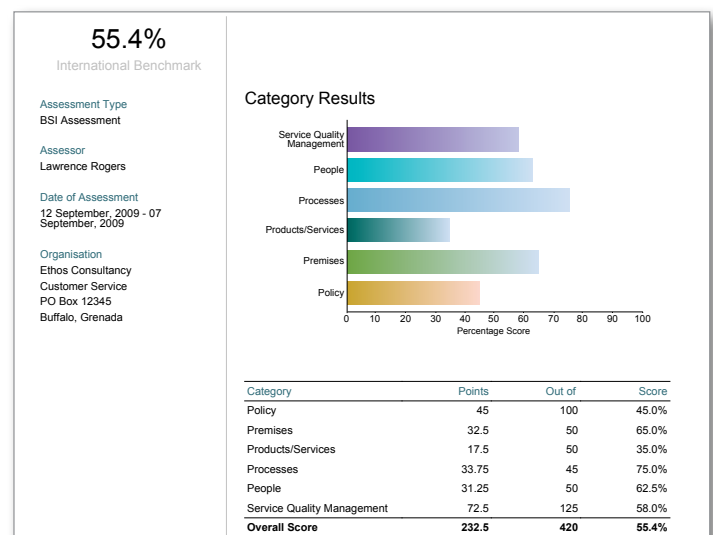
## The International Customer Service Standard (TICSS)

The International Customer Service Institute (TICSI) has developed The International Customer Service Standard (TICSS) with the main objective of setting one global standard for service quality excellence.

Based on the 5P's Service Quality Model, TICSS promotes a flexible yet measurable customer focused approach (Philip Forrest 1985). To find out more about the theory behind the 5P's Service Quality Model, please visit our website [www.ticsi.org](http://www.ticsi.org).

This free Online Self Assessment Tool is the easiest way to measure your organisations current customer service performance against TICSS. All completed Online Self Assessments receive real time reports enabling immediate identification of customer service strengths and weaknesses.

## Your Self Assessment Report



## Still Not Convinced?

Assessing yourself against The International Customer Service Standard (TICSS) is the beginning of a successful and fruitful journey towards the achievement of customer service excellence.

The International Customer Service Standard (TICSS) has been used by organisations across the world and is based on a model researched and developed at Brunel University in the UK.

**This is the first time The Institute is allowing free access to TICSS. Make the most of this fantastic opportunity.**

## More Benefits

- Assess your organisation against TICSS at your own pace, in the comfort of your own office
- Monitor your organisation's customer service performance
- Identify your organisation's customer service strengths and weaknesses
- Prepare an action plan based upon your assessment findings (Gap analysis)
- Efficiently allocate resources towards areas of your organisation which require customer service support
- Become accountable and track implemented changes on a regular basis
- Compare your organisation's customer service performance continually throughout the year
- We recommend re-assessment every 6 months for optimal benefit

## Online Self Assessment Result

The Self Assessment Tool will guide you step by step through The International Customer Service Standard (TICSS); Policy, Processes, People, Product and Services, Premises and Performance Measurement. You will receive an individual score for each criteria as well as an 'Overall Customer Service Performance' score.

Level of Customer Service Performance	TICSS Requirements Achieved
International Excellence	90%+
International Benchmark	75-90%
International Standard	55-75%

## Once Your Self Assessment Is Complete

### Become Certified

If your 'Overall Customer Service Performance' score is above 55%, your organisation has the opportunity to be formally recognised and certified by The International Customer Service Institute (TICSI) and its global certification partner, British Standards Institution (BSI). Visit [www.ticsi.org](http://www.ticsi.org) to find out more.

### Improve Your Score

Need help improving your score, implementing the requirements or measuring your progress? Contact The Institute for more information.

## Online Benchmarking

An integral part of improving organisational service quality performance is to be able to compare it with other organisations and follow best practice service excellence.

The International Customer Service Institute (TICSI) will be releasing an Online Benchmarking Tool for organisations who wish to benchmark their organisation's customer service performance (TICSS Self Assessment results) with other organisation's results globally. TICSI is very excited about this development as it will enable customer service communication and sharing of best practice across countries, regions and industries.

Register on [www.ticsi.org](http://www.ticsi.org) to ensure you hear about online benchmarking first!



**Once you start assessing your organisation against TICSS it is only natural to continually try to improve and take positive steps forward until you have achieved the ultimate goal - Customer Service Excellence.**