



Certified For Quality
Manoj Reddy
Posted On Monday, April 28, 2008

Solution providers today are increasingly opting to go for the coveted ISO certification. It has a universal appeal and helps improve various processes in a company, based on customer needs.

So Why ISO?

The International Organisation for Standardisation (ISO) provides a framework of business processes to produce a product/service that conforms to customer expectations. For customers, the certification of suppliers to ISO standards means they can be assured that the development of their products and services are compliant to globally accepted reference documents. It has a positive impact on businesses of all sizes and in all industry sectors. Far from being a cosmetic marketing tool, the real and proven benefits of certification are plenty. The fundamentals of ISO certification help in making the organisation more efficient and increase its competitive edge.

“An ISO certification gives us an ease in doing business. It helps us to improve business results by continually improving business processes. There is wisdom in them and we do not need to reinvent the wheel,” says Rani Malli, general manager, business excellence & quality management, Philips Innovation Campus. The push from customers for a demand on greater reliability in the products or services serves as a trigger to organisations in implementing globally recognised standards to improve the way they do business. To be the best in the business, solution providers have to continuously improve and benchmark themselves with the best-in-class quality organisation. Certifications are therefore, an external validation of quality standards. “Sound management practices for sure will expedite any company’s growth. Adherence to standards is all the more required for such companies which are continuously growing,” asserts Som Nath Singh, senior manager quality, Microland.

So How Do We ISO?

The growth of the organisations goes hand in hand with the employees’ demand for satisfaction to huge increase in customer expectation. These expectations can be met and managed well with the existence of well defined practices. “Adherence to standards is something which needs to be driven by top management,” adds Singh. Therefore, quality certification should not just be business driven, but driven by a passion to be the best. The drive to excel has to be fuelled by the top management keeping its stakeholders in mind while going ahead for such certifications.

“Junior/ middle management are the carriers of the processes. They should actively participate in process improvements to enable work is implemented faster and is consistent across teams,” opines Ashok Kumar, head – quality, Logica India. All

requirements of ISO are generic and are intended to be applicable to all organisations, regardless of type, size and product provided.

Companies need to define, document and implement the requirements of the standard ISO in order to get certified. The top brass of an organisation planning to go in for ISO certification should first identify under what ISO category their organisation falls. They need to share the commitment to seeking ISO certification with all levels of management. “Since the implementation of standards comes brings along changes in the work environment and adds to the accountability list, the common reaction of junior or middle management is that of resistance,” asserts Singh. The more important thing for an organisation is to focus on sustenance in a manner where the middle management feels the benefit of implementation of standard. This benefit is in most places seen as the shift from a reactive environment to a proactive one.

All Said Aand ISO Done...

The changing global market demands such certifications as a tick-in-the box for short listing their vendors. It provides confidence to the customer that processes have been implemented which will ensure good reliable products/ services. However, a piece of paper saying that your organisation is certified will not improve its business. The standards should be put in place as a long-term strategy to improve company processes and customer’s experience.