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**COMPANIES SHOULD DO MORE THAN 'MAKE THE RIGHT NOISES' TO
ATTRACT NEW CUSTOMERS**

*Glasgow businesses can learn from others and find out how to substantiate their
'quality of service' claims at a free event being held on 14 October 2009*

A recent survey that questioned companies on the benefits they have seen since implementing a quality management system standard has found that 84 per cent saw a positive return on investment and 66 per cent believe that the certification has driven continual improvement within the organisation¹. In response, BSI is hosting a free event for Scottish businesses that want to learn more about the benefits of certification on 14 October 2009 at the Radisson SAS, in Glasgow.

Andrew Morris, business development director at BSI believes that businesses are not doing enough to substantiate claims that they are running their organisations to best practice. "Simply complying with a management system standard, as many businesses do, does not prove to stakeholders and customers that the business is operating as it says. All it does confirm is that the company is 'making the right noises'. To back up claims that the business is committed to delivering an excellent quality of service or that it is able to continue its normal business operations at all times, requires certification".

The free event is a chance for businesses to learn specifically about ISO 9001, the management system standard for quality and BS 25999 the business continuity standard. Businesses can learn about the benefits of implementing a practical and structured framework to achieve better success in key areas such as business performance, business sustainability and reducing business risks.

Certification to ISO 9001 will help businesses develop their reputation as a company that delivers high quality, helping to retain existing customers as well as attracting

¹ IAAR customer satisfaction results, 2006

new ones. The business continuity session provides an insight for all attendees into how mature their risk management processes are and how to build a robust risk management strategy.

A key objective of the event is for businesses to learn from others in terms of how certification to the latest standards has helped them achieve business goals such as increased efficiency and productivity, preparation for unexpected events, reduced risk, increased stakeholder confidence and differentiation from competitors.

Morris continues, "Many businesses believe that buying a management system standard and running their business in accordance with this standard is enough to improve business processes and demonstrate compliance to clients and stakeholders. What certification provides is a framework that is tested and checked by independent auditors to ensure that the business is actually operating in line with the standard. Having independent auditors on board can then ensure continual improvement, bringing out the best in an organisation and making sure the changes stick. We have received excellent feedback from previous regional business forums, the last one being in London, and we anticipate a large turnout at the Glasgow event on 14 October 2009."

Feedback from previous Regional Business Forums:

- 'Most excellent day – Thank you very much. Good to have an independent speaker'
- 'Useful meeting particularly when it comes to sharing information with attendees'
- 'Very useful, thought provoking. Excellent!'
- 'Excellent. Very worthwhile'

The event is being held on Wednesday 14 October 2009 at the Radisson SAS, Glasgow G2 8DL. To register for this free event, simply visit www.bsigroup.co.uk/forum09 where you can sign up to any, or all of the sessions.

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About BSI

BSI is a global independent business services organisation that inspires confidence and delivers assurance to over 80,000 customers with standards-based solutions. Originating as the world's first national standards body, BSI has over 2,400 staff operating in over 120 countries through more than 50 global offices. BSI's key offerings are:

- The development and sale of private, national and international standards and supporting information that promote and share best practice
- Second and third-party management systems assessment and certification in all critical areas of management disciplines
- Product testing and certification of services and products including Kitemark®, one of the one of the world's most recognised quality symbols
- Certification of high-risk, complex medical devices
- Performance management software solutions
- Training services in support of standards implementation and business best practice.

For further information please visit www.bsigroup.co.uk