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POLL REVEALS THAT ONE THIRD OF BUSINESSES THAT PURCHASE AN INDUSTRY STANDARD BELIEVE THAT CERTIFICATION IS UNNECESSARY

Oxford businesses can learn how certification can address a failing bottom line – at a free event on 11 November

A recent poll from BSI questioned companies on their views towards certification. It found that almost a third of companies believe that purchasing a standard is enough and that certification is unnecessary. In response, BSI is hosting a free event for Oxford-based businesses to help them better understand the benefits of certification, on 11 November at the Kassam Stadium, in Oxford.

Andrew Morris, business development director at BSI, believes that businesses are not doing enough to substantiate claims that they are running their organisation according 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.

“There are specific and real outcomes from certification which can help address a company’s failing bottom line that cannot be achieved with compliance alone.” 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. Morris continues “We invite businesses near to Oxford along to this free seminar in the bid to demonstrate how certification can bring that much needed boost to a business, especially during this uncertain economic climate.”

¹ IAAR customer satisfaction results, 2006

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 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.

“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, and we anticipate a large turnout at the Oxford event on 11 November 2009,” concludes Morris.

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 11 November 2009 at the Kassam Stadium, Oxford. 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.

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