

# Why **ISO 9001:2015** is better for your business

**Whitepaper**



Since the last major revision of ISO 9001 in 2000 there has been a revolution in information technology and communications that some are calling the second industrial revolution. Like all changes, concepts and ideas, standards must move forward with current thinking and ISO 9001 is no exception to this.

The new version of ISO 9001 has been referred to as a "game changer". It brings a process approach designed to enhance customer satisfaction right into the heart of an organization, complementing business strategy and helping an organization to enhance its performance over time and achieve its aims. This positions ISO 9001 as an indispensable tool for

businesses, helping to drive continual improvement and deliver results. It has been designed with the needs of modern businesses in mind. It's more flexible and agile, designed to be embraced by organizations of all sizes in many different sectors, making it better for your business.

## Working harder for **your** business

A major benefit of ISO 9001 is that it provides a clear framework for organizations to have a far more robust but flexible management system which will help them become more resilient

**It takes management systems to the next level and will improve your business**

and sustainable. The new standard encourages organizations to identify the requirements of interested parties and stakeholders, both internal and external as well as the issues, threats and opportunities they face. The new part of the standard is known as the "context of the organization" and much

of the rest of the standard hangs off this. The introduction of this will help organizations to be more aware of stakeholder requirements and help them to ensure they have the organizational agility to deal effectively with them. The new standard has become more relevant, less prescriptive and more user friendly as it encourages an organization to think about their own circumstances.

This approach recognizes the complexity and demands that are now placed on organizations from their interested parties and stakeholders. These could be regulatory, legal, compliance related, or driven by customer requirements. Organizations need also to be mindful of the issues

**By achieving this new standard it will improve your business**

*Paul Brazier,  
Commercial Director, Overbury*

and threats that they face in meeting interested parties requirements and what the risks are associated with the issues.

By going through this process of identifying interested parties and their requirements it helps an organization to be more resilient and responsive particularly to the ever increasing requirements of customers. This is one of the ways that ISO 9001:2015 has become even more customer focused.

ownership leadership customer focus  
efficiencies ISO 9001:2015 im  
complete management system integration  
sustainable growth revised identify risks

# One business working towards common objectives

ISO 9001 now requires that top management take a strategic approach to the management system by ensuring that firstly the strategic direction of the organization has been determined. The strategy should take into account the sustainability of the organization for the near and long term future. And these need to have a clear link to operational and performance management throughout the organization. In ISO 9001:2015 top managers are defined as 'the person or group of people that directs and controls an organization at the highest level'. They are the people who decide on the strategy for the organization and therefore play a crucial role in setting and agreeing policy and objectives which must be in line with strategy. They are also responsible for the effectiveness of the management system which should no longer be stand alone, but part of the organization's processes and management systems for its operation.

66% of clients say ISO 9001 improves their products or services\*

This focus on leadership means that quality is no longer owned purely by a quality representative. Whilst top management has new responsibilities, the concept of leadership is really about empowerment at every level of the organization. Everyone should be aware of how they contribute to delivering the organizations aims. This should result in having a more motivated engaged and empowered workforce contributing to a better working environment.

## Improved risk management

One of the new benefits is the increased use of 'risk based thinking' which is implicit throughout the standard. The new standard does not only deal with risk but also requires organizations to identify 'opportunities'. The user needs to weigh up if an issue can be turned into an opportunity.

This is yet another way that ISO 9001:2015 has become a more powerful tool to help organizations grow and flourish as identifying opportunities can aid growth and be a

positive spinoff of adopting a risk based approach.

The new version of ISO 9001 embraces the process approach. There are the processes for the quality management system and then there are the processes for the operational (or how the product or service is delivered to the customer) activities. This approach should provide the necessary controls to ensure that risks are maintained at an acceptable level and will help the objectives for the wider management

65% of clients say ISO 9001 inspires trust in their business\*

system to be achieved. Following a process approach ISO 9001 will now help organizations to deliver more consistent results, help them to manage their bottom line, and deliver sustainable growth.

improvement identify risks  
maximize process approach robust new  
opportunities responsive flexible

# Streamlined and integrated approach

As more and more organizations implement multiple management systems so the need to implement and maintain them more efficiently has grown. This has led to the creation of a common framework for all new ISO management system standards which is referred to as Annex SL. ISO 9001:2015 is structured in this way as is the recently revised ISO 14001:2015. Management system standards that follow Annex SL need not be approached independently any longer. In fact this framework gives organizations with multiple management systems the opportunity to streamline their approach and make efficiencies. When approached together there are opportunities to reduce duplication and potentially

61% of clients say ISO 9001 reduces the likelihood of mistakes\*

make savings as there is greater ease of operation. So Annex SL is good news for anyone implementing ISO 9001:2015 and other recent management system standards as it should cut down red tape and help to put robust management systems in place.

## An opportunity for improvement that you can't afford to overlook

There are many benefits to be achieved from the latest version of ISO 9001. It is now much more than a quality management system. It is a complete operational tool designed to improve performance. Taking a strategic approach to customer satisfaction and the sustainability of the organization by using the framework that ISO 9001 gives can only enhance the morale

and motivation of the workforce which will in turn improve an organization's image and reputation in the market place. It is a wonderful opportunity for any organization, irrespective of size or sector, to help them refocus and give them a clear line of sight of where their business is heading to ensure they remain robust, resilient and sustainable.

"We're a very customer-focused business and ISO 9001 allows us to reduce risk, improve customer relations and ensure we are meeting each customer's needs – something we feel is unique in the market."

— Tony Blanch, Costain

Given that these changes are so beneficial, can your organization afford not to implement them immediately?

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\* BSI Customer satisfaction survey 2015 for ISO 9001:2008.

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