



2015 ANSI Conference:
Standards and the
Service Economy

European Standards: Supporting the European Single Market for Services

Presented by

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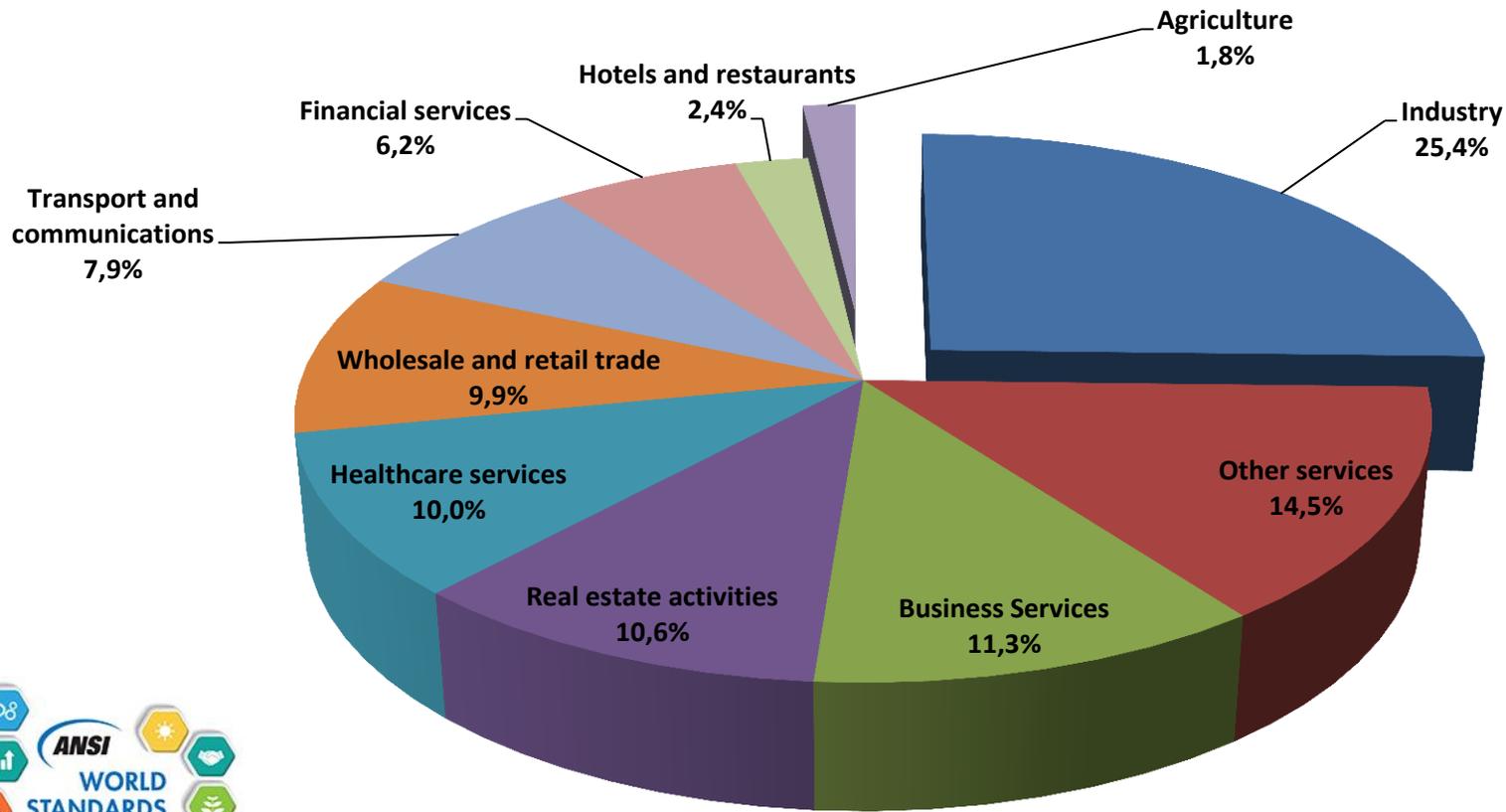


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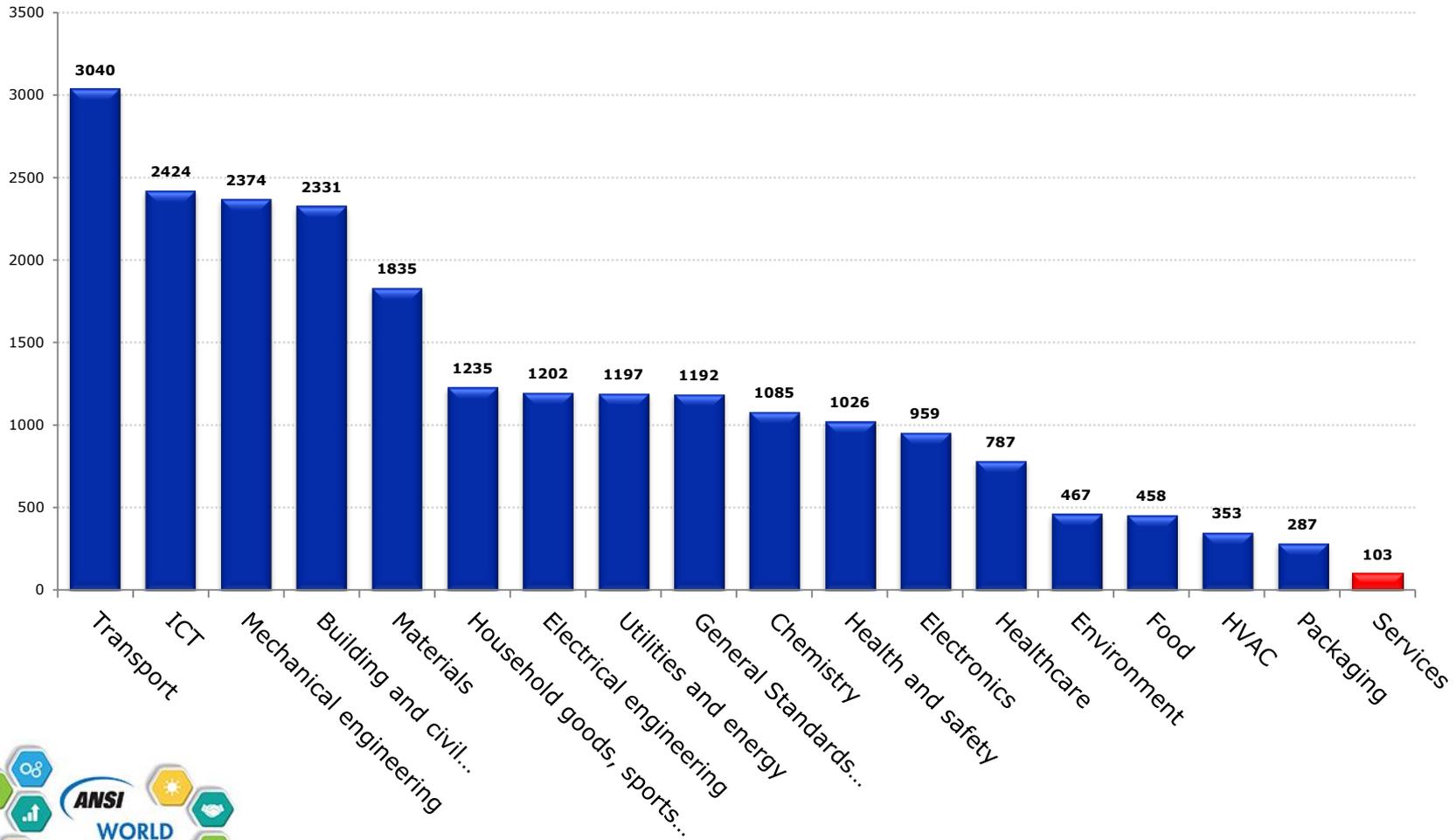
Part of the **World Standards Week 2015** series of events

Approximate contribution of services to GDP in the EU

Contribution of services to GDP



European Standards by sector



EU Regulation 1025/2012 *European Standardization*

- Sets legal framework for standardization in Europe
- Confirms importance of development of voluntary European Standards for services
- Provides clear basis for Commission standardization requests in the area of services
- **Dir EC 2006/123** Services in the Internal Market



Standards for services

Aspects covered by standards in the services field

- ✓ Terminology: common language within a sector
- ✓ Measurement methods or KPIs: compare, measure quality, performance or other aspect relevant to service
- ✓ Qualification of personnel: Knowledge, skills and competences and/or how to assess them
- ✓ Best/good practices or codes of conduct: many times these form part of service standards covering other aspects
- ✓ Requirements on service provision: processes, information to clients, agreement, requirements on the service...



European Service Standards

Horizontal service standards

- ✓ cover aspects of service provision that apply across multiple sectors (e.g. service design, information provision to customers, complaint and redress)
- ✓ CEN/TC 420 Service Excellence Systems (2012)
- ✓ **M/517** for the programming and development of Horizontal service standards 2013

Vertical sector specific standards



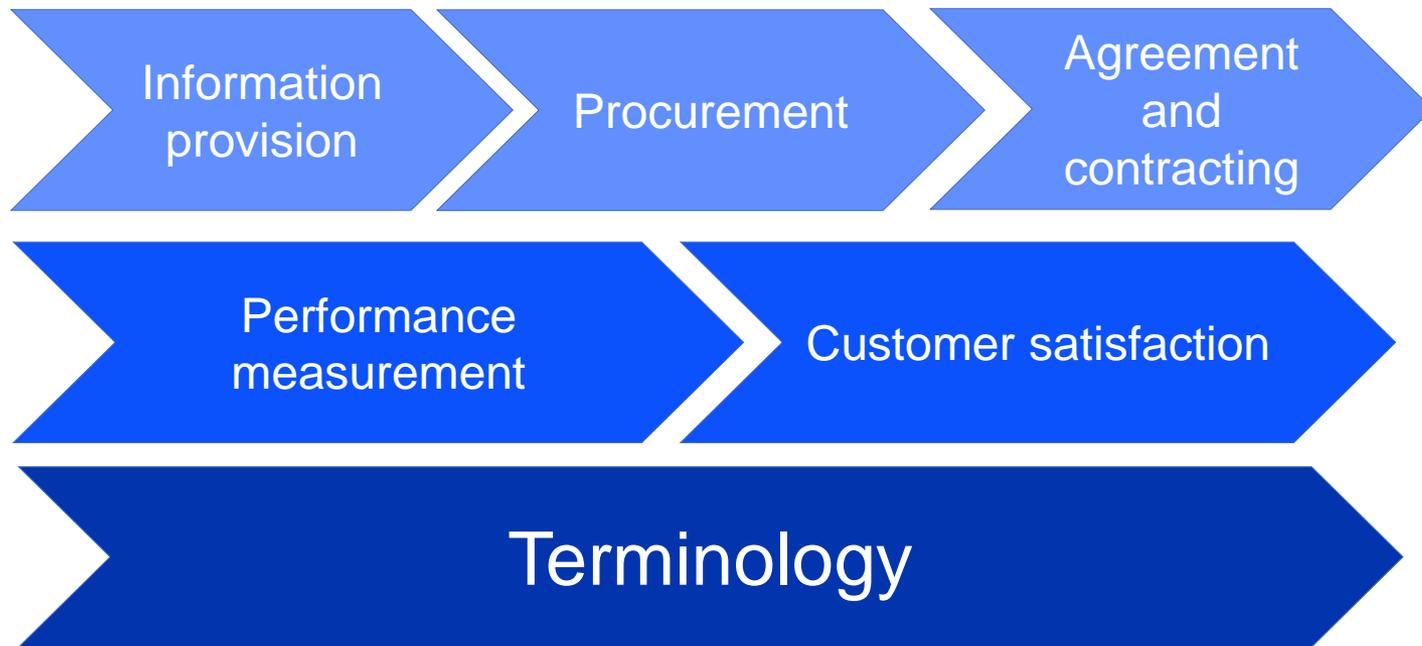
Mandate M/517

- Two phases:
 - ✓ Phase I: Establishment of programme of European horizontal service standards (duration: Dec 2013- Nov 2014)
 - ✓ Phase II: Development of horizontal service standards
- Objectives:
 - ✓ facilitate compatibility of services, information to the recipient, quality of service provision & cross-border provision.
 - ✓ Identification & prioritisation of 6-7 proposals



Conclusion Phase 1 M/517

The proposal sets out a package of standards aimed at simplifying and harmonizing the buying and selling of services across Europe



Areas of activity (I)

Security services

CEN/TC 384 - Airport and aviation security services

CEN/TC 417 - Maritime and port security services

CEN/TC 419 - Forensic science processes

CEN/CLC TC 4 - Services for fire safety and security systems

Social services

CEN/TC 385 - Sheltered housing

CEN/TC 431 - Service chain for social alarms

Healthcare services

CEN/TC 380 - Hearing aid specialist services

CEN/TC 394 - Services of chiropractors

CEN/TC 403 - Aesthetic surgery services

CEN/TC 414 - Services in osteopathy

CEN/TC 424 - Cleft Lip and/or Palate

CEN/TC 427- Doctors with additional qualification in homeopathy

Professional qualifications

CEN/TC 428 - E-Competences and ICT Professionalism

CEN/TC 432 - Competency of customs representatives



Areas of activity (II)

Beauty and well-being

- CEN/TC 409 - Beauty Salon services
- CEN/TC 412 - Indoor sun exposure services
- CEN/TC 435 - Tattooing services

Other consumer services

- CEN/TC 329 - Tourism services
- CEN/TC 331- Postal services
- CEN/TC 373 - Services of Real Estate agents

Other services

- CEN/TC 405 - Expertise services

Business services

- CEN/TC 319 - Maintenance services
- CEN/TC 320 - Transport Logistics and services
- CEN/TC 328 - Cleaning services
- CEN/TC 348 - Facility Management
- Cen/TC 374 - Business support services
- CEN/TC 375 - Customer Contact Centres
- CEN/TC 381- Management consultancy
- CEN/TC 395 - Engineering consultancy services
- CEN/TC 404 - Pest management



Benefits of service standards

	Not a benefit	A minor benefit	A major benefit
Improved ability to demonstrate service quality to customers	5%	30%	65%
Improved service quality	5%	33%	62%
Improved common definitions / terminology	13%	36%	50%
Improved ability to meet legislative / regulatory requirements	19%	31%	50%
Improved ability to meet health and safety requirements	24%	30%	46%
Improved contractual relationships	17%	38%	45%
Increased customer satisfaction	11%	45%	44%
Increased transparency of the services provided	14%	43%	43%
Improved use of performance indicators	19%	43%	38%
Increased confidence in service providers	14%	49%	37%
Improved ability to compare different service offers / providers	23%	46%	31%
Improved ability to export services (cross-border trade)	49%	31%	19%
Increased market share	47%	37%	15%
Increased profitability	48%	37%	14%



Source: [Technopolis study \(January 2012\)](#)

Challenges

- New area of standardization dominated by SMEs - lack resources
- Lack of awareness of standardization and its benefits
- Multiple project committees created on ad-hoc basis (unique characteristics – ‘no service is like another’)
- Horizontal standards may contribute to improve coherence of service standardization
- Difficulty to attract stakeholders to develop **horizontal** service standards



The future

- Industrialization of services
- Users expectations: new consumption patterns and practices – collaborative economy
- Identify standardization needs associated with new trends and promote appropriate normative solutions
- Promote standardization in services sectors and stakeholder engagement at National, European and International levels
- Develop standardization that addresses services linked to products (AFNOR White Paper *How should services be standardized*)
- **‘What tools are there to create leading service markets?’ - AFNOR-CEN conference on November 19, Paris**



Thank You

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