



## PROPOSAL FOR A NEW FIELD OF TECHNICAL ACTIVITY

**PROPOSER:**

**BIS, INDIA**

**DATE OF CIRCULATION:**

Click or tap to enter a date.

**CLOSING DATE FOR VOTING:**

Click or tap to enter a date.

A proposal for a new field of technical activity shall be submitted to the Office of the CEO (to [tmb@iso.org](mailto:tmb@iso.org)), which will process the proposal in accordance with [ISO/IEC Directives, Part 1, Clause 1.5](#).

Furthermore, a proposal will be considered as complete if every information field is complete and follows the guidelines for proposing and justifying a new field of activity given in the [ISO/IEC Directives, Part 1, Annex C](#).

**TITLE**

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.2](#))

### **Fundamentals of Services**

**SCOPE**

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.3](#))

Standardization of generic and fundamental aspects of services including, but not limited to, terminology, classification, human skills, planning, contracts, agreement, delivery modes, performance, measurements, monitoring, analytics, security, customer expectation and other related aspects of services.

Excluded:

- a) *Standardization in the field of excellence in service covered by ISO/TC 312 - Excellence in Service.*
- b) *Standardization of specific aspects covered by sectorial services standards within the scope of other committees including TC's (68, 159, 176/SC3, 225, 228, 232, 304, 314, 315, 321, 342, 344, JTC 1/SC 40)*

**PURPOSE AND JUSTIFICATION** (Please use the field immediately below or attach an annex.)

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.13](#))

The aim of establishment of new Technical Committee (TC) on 'Fundamentals of Services' is to develop a comprehensive framework addressing the fundamental aspects of services for laying down

guidelines on core concept of services and service principles. Once this conceptual framework is established, it will serve towards development of sectorial service standards, in turn leading to enhancing quality and efficiency of services across various sectors. This will also help in creating common understanding of services at the global level that will in turn lead to increase in trade in services and improve competitive positions of organizations as well as nations, especially developing nations.

The proposed technical committee will consolidate all generic standardization aspects at one place for common reference by service developer, providers, as well as standards developers. In the long term, these standards would assist the work of new committees as well as new standards by the existing committees in more harmonized manner, especially as the current work by different committees have adopted disparate approaches, including structure of the standard hierarchy.

Standardizing service fundamentals is crucial for ensuring consistent delivery of service quality and bridging the gap between service delivery and customer expectations. The absence of universally accepted standards on the fundamentals of services lead to multitude of challenges, including inconsistency in service quality, uncertainty for both service providers and consumers, diverse interpretations of service terms that may confuse or mislead consumers, inadequate service specifications leading to perception gap between what customers expect and what is actually delivered that can result in disputes, dissatisfaction, complaints and service failure. For addressing these issues, there is a need for formulating standards on service fundamentals to ensure consistency and delivering quality of service.

By integrating these standardized fundamental aspects into service development, service providers can create a strong foundation for delivering quality service, meeting customer expectations, and minimizing the risk of failure. These fundamentals help ensure consistency, reliability, and customer satisfaction, ultimately contributing to the long-term success and sustainability of the service provider.

Developing common understanding of services at the fundamental level will also help service designers come up with service ecosystem including focused delivery models with calibrated features and characteristics and attendant flexibility of incorporating value adds dependent on customer expectations based on segments, demographics, cultures and geographies.

A major determinant of service delivery and service quality is human behavior which is subject to variability and uncertainty. The proposed suite of standards on fundamentals of services will address risks and opportunities related to human behavior and organization culture, and recommend strategies for harnessing human capital for business advantages.

Due to unique characteristics of services, such as intangibility, perishability, heterogeneity, inseparability, complexity, simultaneity of generation of service request & response, service delivery and consumption, services require a different approach for standardization as distinct from products. The proposed horizontal standards on services aim to help in developing sound approaches for application of these unique features in domain specific service standards. One of the key beneficiaries of these approaches will be service standard writers.

The service sector is a dominant driver in the world economy, accounting for a significant portion of GDP, employment, and international trade in most countries. The importance of services will continue to grow as countries make progress. The growth of services has outpaced growth in other sectors in recent years in many countries, including India. However, services suffer from lack of standards which adversely affects businesses and the entire economy. For instance, in healthcare services, lack of standardized protocols can increase the risk of errors which may result into irreparable damages to human health and loss of patient confidence in the health service provider. According to recent research in the UK, poor customer service costs UK businesses £11.4bn a month in lost productivity with employees spending one day a week dealing with problems on an average. Similarly, the IBM State of Marketing 2013 survey showed that around USD\$83 billion is lost each year in the United States alone due to poor customer experiences which results from poor service standards. These examples highlight the importance of standards for service delivery.

Standardization reduces operational costs by streamlining processes and cutting down resource allocation inefficiencies. This improved efficiency not only lowers costs but also frees up resources to be utilized in other productive areas of the business, thereby increasing profitability. Moreover, standardized practices promote innovation within the industry, encouraging service providers to develop new and improved service offerings. Finally, a standardized framework facilitates trade by providing a common ground for businesses to interact, negotiate contracts, and deliver services, thereby contributing significantly to the expansion of the global market.

The social benefits of standards in services include efficient use of available resources for social services, ethical employment practices, increased inclusivity, which in turns contribute to greater community engagement and well-being. Satisfied service recipients feel a sense of belongingness towards the service providers and help grow the business.

**PROPOSED INITIAL PROGRAMME OF WORK** (Please use the field immediately below or attach an annex)

Please see the [ISO/IEC Directives, Part 1, Annex C.4.4 and C-4.5](#)

For each item, the initial work programme shall define the deliverable type and target dates. The initial work programme shall also assign priorities to the different items.

Even though service terms and vocabulary have been referred in various ISO standards, these are contextual to the sectors or subject. The following suite of standards will be sector agnostic and provide common understanding of the terms:

### **1. Fundamentals of Services – Vocabulary**

This vocabulary standard will identify the distinct terms used in the provision of services and define the terms cogently to enable common understanding of frequently used terms such as service description, service transaction, service request & response, digital transaction, service contract and agreement, customer engagement, payments and fees, security, service quality, service monitoring, service performance indicators and so on.

### **2. Classification of Services**

It is essential to develop a comprehensive system of service classifications. One of the key purposes of standardizing service classifications will be to provide guidance to the service developer, how each classification parameter impacts the end-to end-service cycle, and the actions needed to control their production and delivery in compliance with agreed or expected performance level on a consistent basis.

### **3. Service Communications**

Services deal with different phases of communications, like pre, during, and post-delivery communications with different parties involved in the service delivery cycle. Formulating standards on fundamental aspects of service communications will help streamline operations and improve communication effectiveness among the involved parties. This will improve response times and can avoid service failure due to lack of communication.

### **4. Service Monitoring**

Delivering quality services requires comprehensive monitoring at various stages, such as pre, during and post-delivery of services. By formulating fundamental service monitoring standards across these stages, it is aimed to identify an exhaustive suite of performance indicators and service monitoring methods at generic level which can be adopted for sectorial applications. Standardization of monitoring will lead to significantly enhancing service quality.

### **5. Human Factors in Services**

Effective human involvement is one of the fundamental elements of service delivery to ensure the service quality and achieve consumer satisfaction. Several standards have been formulated and are being developed on various aspects of human resources in organizations but currently there are no standards specifically bring out human factor and touch point in services. The standard on human factors will identify and lay down guidelines for leveraging human involvement in effective and efficient services delivery.

## **6. Service Contract and Agreements**

Service Contracts constitute a very important element in service delivery cycle, ranging from informal understanding to elaborate legally supported documents. However, several failures and disputes arise due to inadequately executed service contracts. The standard on service contract will aim to identify common elements as well as essential requirements that should be considered in service contracts. The standard will be generic and exhaustive to enable adoption for different nature of service contracts.

In addition to above, the following subjects will be taken in future for formulation of standards under this committee:

- a) Customer expectation, perception measurement methods**
- b) Service performance indicators**
- c) Service quality measurements**
- d) Service delivery channels – modes of communication**
- e) Service process risks**
- f) Customer/ data security**
- g) Service – use of ICT**
- h) Template for vertical services standards**

### **RELATION OF THE PROPOSAL TO EXISTING INTERNATIONAL STANDARDS AND ON-GOING STANDARDIZATION WORK**

- The proposer has checked whether the proposed scope of the new committee overlaps with the scope of any existing ISO or IEC committee or JTC1 sub-committee
- If an overlap or the potential for overlap is identified, the affected committee has been informed and an agreement has been reached between proposer and committee on
  - i. modification/restriction of the scope of the proposal to avoid overlapping,
  - ii. potential modification/restriction of the scope of the existing committee to avoid overlapping.
- If agreement with the existing committee has not been reached, please explain why the proposal should be approved.

The intent of standardization by the proposed technical committee is to develop basic and horizontal standards which can be applied universally. They will not address any specific aspect that are sectorial in nature and on the work of TCs already established, or future TCs that address the sectorial subjects.

Due diligence will be made at the time of standards development to ensure that no overlap occurs within the scope of the proposed committee with the other committees. On the other hand, wherever services have been treated on generic basis, those aspects will be included through reference on insertion with the consent of the other committees.

Although we have checked there is no overlap between proposed Technical Committee (TC) on “*Fundamentals of Services*” and ongoing standardization work. However, there is a strong synergy between the proposed TC and “ISO/TC 312 – Excellence in Services”. As already approved, the scope of ISO/TC 312 is as follow:

*‘Standardization in the field of excellence in service’.*

Whereas the proposed TC will focus to standardization work on fundamental and conceptual aspects of services.

**Further, in the proposal submitted at the time of setting up new committee on Excellence in Services (ISO/TC 312), the following was excluded:**

- a) *It does not focus on providing basic customer service which organizations should already have in place (refer scope statement of Form 1 of ISO/TC 312)*
- b) *ISO/TC 312 would be responsible for standardization of mindsets and procedures how to achieve outstanding customer experiences through the provision of excellent services including terminology, principles, elements, metrics, implementation, amongst others.*

The above two statements unambiguously clarify that the new proposed technical committee is not overlapping the work of ISO/TC 312 and rather proposed scope of new technical committee will supplement the work of ISO/TC 312.

Majority of service failures and errors occur due to lack or inadequate incorporation of essential features relevant to the context during service design, due to lack of appropriate pre-delivery checks, process controls and monitoring checks during service delivery and post-delivery evaluation. The underlying causes are not covered under the scope of ISO/TC 312, and also there are insufficient standards on fundamental service concepts; service classification and its impacts service design; service communications; human qualifications specific to services; monitoring and measurement of service specifications and delivery norms; integration of digital and web technologies etc.

The fundamental standards will create foundational and common understanding in these areas and their application will significantly reduce service errors and failures.

- Have proposals on this subject been submitted into an existing committee and rejected? If so, what were the reasons for rejection?

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**LISTING OF RELEVANT DOCUMENTS (SUCH AS STANDARDS AND REGULATIONS) AT INTERNATIONAL, REGIONAL AND NATIONAL LEVEL**

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.6](#))

S. No.	DOC. No./IS No.	TITLE
1.	IS 20000:2024	SERVICES – GLOSSARY OF TERMS
2.	UNDERDEVELOPMENT	GUIDELINES FOR SERVICES CLASSIFICATION

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**LISTING OF RELEVANT COUNTRIES WHERE THE SUBJECT OF THE PROPOSAL IS IMPORTANT TO THEIR NATIONAL COMMERCIAL INTERESTS**

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.8](#))

LEBANON, BERMUDA, CHINA, UNITED KINGDOM, JAPAN, GERMANY, FRANCE, INDIA, SWITZERLAND, RUSSIA, SPAIN, MEXICO, NETHERLANDS, SINGAPORE, GREECE, DENMARK, PORTUGAL, SWEDEN, BRAZIL, ITALY, CANADA, AUSTRALIA, INDONESIA, TURKEY, SAUDI ARABIA, BARBADOS, BELGIUM, CYPRUS, FINLAND, IRELAND, REPUBLIC OF KOREA, NIGERIA, TRINIDAD AND TOBAGO, UGANDA, BULGARIA, COLOMBIA, CZECH REPUBLIC, EGYPT, HUNGARY, KENYA, MALAYSIA, NORWAY, SOUTH AFRICA, THAILAND

**LISTING OF RELEVANT EXTERNAL INTERNATIONAL ORGANIZATIONS OR INTERNAL PARTIES (OTHER THAN ISO AND/OR IEC COMMITTEES) TO BE ENGAGED AS LIASONS IN THIS WORK**

(Please see the [ISO/IEC Directives, Part 1, Clause C.4.9](#))

1. ISO/TC 68 – FINANCIAL SERVICES
2. ISO/TC 176/ SC 3 - SUPPORTING TECHNOLOGIES
3. ISO/TC 228 – TOURISM AND RELATED SERVICES
4. ISO/TC 232 – EDUCATION AND LEARNING SERVICES
5. ISO/TC 315 – COLD CHAIN LOGISTICS
6. ISO/TC 314 – AGEING SOCIETIES
7. ISO/TC 324 – SHARING ECONOMY
8. ISO/TC 321 – TRANSACTION ASSURANCE IN E-COMMERCE
9. ISO/TC 295 – AUDIT DATA SERVICES
10. ISO/TC 312 – EXCELLENCE IN SERVICES
11. ISO TC 331 – BIODIVERSITY
12. ISO/TC 344 – INNOVATIVE LOGISTICS
13. [ISO/IEC JTC 1/ SC 40 – IT SERVICE MANAGEMENT AND IT GOVERNANCE](#)

**IDENTIFICATION AND DESCRIPTION OF RELEVANT AFFECTED STAKEHOLDER CATEGORIES**

(Please see [ISO Connect](#))

	<b>Benefits/Impacts/Examples</b>
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<b>Industry and commerce – large industry</b>	<ul style="list-style-type: none"> <li>- Standards on Fundamentals of services streamline the processes and practices at the core level of service development that results improved service quality and efficiency.</li> <li>- After the adoption of standards on fundamentals of services by industries in their practices reduces errors, rework, and wastage of time leading to significant increase in the productivity of businesses</li> </ul>
<b>Industry and commerce – SMEs</b>	<p>SME that will adopt these standards will have better possibility of recognition and selection as service suppliers to larger corporates and public sector.</p>
<b>Government</b>	<ul style="list-style-type: none"> <li>- As government provides public services across broad sectorial range, these standards will be invaluable in improving the quality of public services, through the development of service standards, standardizing the processes and monitoring service outcomes.</li> <li>- Facilitation of trade.</li> </ul>
<b>Consumers</b>	<p>The largest beneficiaries of these standards will be consumers both as service recipients as well as participants in service agreements, providing feedbacks etc.</p>
<b>Labour</b>	<p>The inclusion of human involvement in suite of fundamental service standard will help in developing effective understanding human factors in service delivery thereby improving:</p> <ul style="list-style-type: none"> <li>- Employee motivation and engagement.</li> <li>- Working environment.</li> <li>- Work life balance</li> <li>- Employee career development</li> <li>- Learning &amp; development</li> </ul>



<b>Academic and research bodies</b>	<ul style="list-style-type: none"> <li>- Standards on fundamentals of services has a potential to open the doors to future research opportunities. The fundamental standards on services will provide opportunity to researchers to develop tools and software's for the implementing these standards across various service sectors.</li> <li>- The suite of fundamentals of services standards introduces new dimensions to global academic community.</li> </ul>
<b>Standards application businesses</b>	<p>These fundamental standards will bring uniformity and help to understand the concept of services for testing and certification by accreditation bodies and their application to vertical standards. Hence, enhance the operational consistency, credibility, efficiency, compliance, market acceptance, and customer satisfaction.</p>
<b>Non-governmental organizations</b>	<p>NGOs are principally involved in providing services to communities, these standards will enable better program implementations, social impact to effective service design, service delivery, service monitoring, communication, delivery channels etc.</p>
<b>Other (please specify)</b>	<p>Service sector standard development organizations can reference horizontal standards on services for the development of vertical service sector standards.</p>

**EXPRESSION OF LEADERSHIP COMMITMENT FROM THE PROPOSER**

(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.12](#))

If ISO agrees to establish this Committee on 'Fundamentals of Services', BIS, India is willing to undertake the responsibility of the work of Secretariat. BIS has strong foundation, having initiated development of standards on 'Fundamental of Services' 03 years ago in National Committee on Basic Standards on Services Sectional Committee, SSD 19.

BIS has published one standard on 'Terminology of Services' and development of Indian standards on the following subjects are under progress:

- a) Guidelines of Service Classification
- b) Guidelines of Service Communication
- c) Guidelines for Service Monitoring.

The Sectional Committee, SSD 19, comprises stakeholders from various sectors including Academia, Ministries/Departments, Consumer Organizations, Industries and their associations, Technologists, Experts, Regulatory Bodies, State Governments, and R&D Organizations. They are actively involved in formulating standards on fundamentals of services. About 60 national experts have dedicated more than 1000 man-hours to laying the foundation work for the development of standards on the fundamentals of services. BIS, India, possesses a knowledge base and domain area experts for each of the identified subject for the proposed new Committee.

BIS has initiated research and development efforts on the subjects outlined in the proposed TC's program of work.

India has a very large service sector that contributes more than 50% of GDP, 30% of employment and 40% of total exports of India. In spite of global geopolitical uncertainties and economic disruptions, India's services exports surged by 11.4% to \$345 billion in 2023. Some of the key sectors that drives India's services growth include travel, transport, medical, and hospitality services. According to a recent report by Goldman Sachs titled "India's Rise as the Emerging Services Factory of the World", India's share in global services exports has doubled in last 18 years.

BIS possesses the necessary experience and resources to effectively manage the TC.

**The proposer confirms that this proposal has been drafted in compliance with iso/iec directives, part 1, annex c**

**SIGNATURE OF THE PROPOSER**

BIS, INDIA

**COMMENTS OF THE ISO CENTRAL OFFICE (IF ANY)**

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**FORM A – ISO/CS INITIAL ASSESSMENT – TS/P FUNDAMENTALS OF SERVICES**

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**The ISO/CS initial assessment**

- The ISO/CS initial assessment will facilitate the evaluation process for TMB, which will occur during the 4-week review period.
- TPMs will work with the leadership team of relevant committees to provide factual/neutral feedback for this initial assessment. It is the role of the leadership team to provide feedback on behalf of the committee, and proposals will not be distributed widely to the entire committee.
- The ISO/CS initial assessment will only be shared with the TMB during the 4-week review.

**Proposer's response**

- Prior to the circulation of their proposal for the 4-week review, the proposer will have the opportunity to review the feedback provided during the ISO/CS initial assessment.
- The ISO/CS initial assessment will be completed within a maximum period of 4 weeks.

ISO/CS initial assessment and proposer response

Consulted groups	Q1. Overlap?	Q2. Concise description	Q3. Recommended Mitigation	Q4. Other general recommendations	Proposer response	Proposers' recommended mitigation
ISO/TC 68 – Financial services	No response	Click here to enter text.	Choose an item. Click here to insert details.	Click here to enter text.	Click here to enter text.	Click here to enter text.
ISO/TC 159 – Ergonomics	Yes	In view of the <b>scope</b> of TC159 “Standardisation in the field of ergonomics/human factors... addressing human characteristics and performance, and methods for specifying, designing and evaluating products, systems, services, environments and facilities” and the work on “service” in current projects, I believe that coordination of activities would be necessary.  <b>Ergonomics - General ergonomic requirements and recommendations for service</b>  <b>Ergonomics - Human-centred design of products and services - Principles and activities</b>	Choose an item.	Click here to enter text.	As mentioned in the proposal document, the scope of the proposed committee will be restricted to generic concepts of services that will apply to all facets and aspects of services without making any specific prescriptions for any sectorial services and the respective standards.	The scope of new TC has been revised to exclude the standardization work under ISO/TC 159.
ISO/TC 176/SC 3 – Supporting technologies	Yes	The priority areas of the proposed project overlap significantly with ISO 9001. There is already many shared concepts between quality of a service and excellence in service which is the desired outcome of a service developed to deliver quality outcomes. The statement that “Standardization reduces operational costs by streamlining processes and cutting down resource allocation inefficiencies” is a clear duplication in scope with ISO 9001. The proposal will contradict elements of our work programme, affecting interoperability in a number of ways. E.g., One example is the ISO 10001-1004 series of documents reflecting satisfying customers where services are in scope.	Collaboration between the committees via Joint Working Group(s)  A way forward may be to create a Joint working group: The proposed work should be carried out jointly with ISO/TC 176 SC 3 WG	Click here to enter text.	ISO 9000 series of standards are essentially focused on management system of organizations and therefore address all aspects including service element from an organization perspective.  The scope of the standardization for the proposed committee address services from the entire eco system perspective principally focusing on generic concepts of services  In the proposal, the paragraph having statement “Standardization reduces operational costs by streamlining processes and cutting down resource allocation inefficiencies” is showcasing the benefits of standardization, in general.  Moreover, the proposed TC will focus on formulating standards on the core principles of services rather than specific process improvements	The scope of new TC has been revised to exclude the standardization work under ISO/TC 176/SC 3.  Further, the opportunity of creating joint working group(s) between the committees will be explored as and when any work concerning ISO/TC 176/SC 3 gets underway.
ISO/TC 225 – Market, opinion and social research	Yes	For new sectors, which have not started standardisation work, having horizontal standards as a reference or even as a template could be useful. However, for those existing service committees like ISO/TC 225, that have already developed specific sector/service standards including related terminology, contractual aspects, resources, communication, customer satisfaction, indicators and other elements, the work of this new committee on service fundamentals is unlikely to be of value.  On the other hand, the proposed horizontal service standards/guidelines may contradict or deviate from existing vertical services standards thus creating misalignments and confusion in the market.  Finally, it should be made clear that the standards to be developed by this proposed TC should be <u>optional and voluntary for use by the existing services committees</u> . For example, in relation to the ‘template for vertical service standards’, each TC should remain free to decide whether it wants to use the template or not.	Addition of an exclusion clause to the proposed scope for the proposed new committee  All existing vertical TCs should be excluded from the scope of this proposal on fundamentals of services to avoid duplication and/or potential overlaps.  Specific proposal to be added to the scope:  “Excluded: “ <i>Standardization in the field of market, opinion and social research service</i> ” covered by <i>ISO/TC 225 – Market, opinion and social research</i> ”.	In addition to the exclusion in the scope, a bidirectional liaison status with ISO/TC 225 should be established, to be able to follow up and even contribute to the new work	By intent the standards to be develop by the proposed technical committee will be voluntary and guidance based. The adoption of the contents of the proposed standards by other committees will be optional.  We agree that standards developed by the proposed new TC will help development of new standards in new/existing sectors. However, we are also of the opinion that standards developed by this Committee may also help the service sector committees whenever they revise their existing standards.	The scope of new TC has been revised to exclude all concerned existing vertical TCs including ISO/TC 225.

Consulted groups	Q1. Overlap?	Q2. Concise description	Q3. Recommended Mitigation	Q4. Other general recommendations	Proposer response	Proposers' recommended mitigation
ISO/TC 228 – Tourism and related services	Yes	<p>For new sectors, which have not started standardisation work, having horizontal standards as a reference or even as a template could be useful. However, for those existing service committees like ISO/TC 228, that have already developed specific sector/service standards including related terminology, contractual aspects, resources, communication, customer satisfaction, indicators and other elements, the work of this new committee on service fundamentals is unlikely to be of value.</p> <p>On the other hand, the proposed horizontal service standards/guidelines may contradict or deviate from existing vertical services standards thus creating misalignments and confusion in the market.</p> <p>Finally, it should be made clear that the standards to be developed by this proposed TC should be optional and voluntary for use by the existing services committees. For example, in relation to the 'template for vertical service standards', each TC should remain free to decide whether it wants to use the template or not.</p>	<p>Addition of an exclusion clause to the proposed scope for the proposed new committee</p> <p>All existing vertical TCs should be excluded from the scope of this proposal on fundamentals of services to avoid duplication and/or potential overlaps.</p> <p>Specific proposal to be added to the scope:</p> <p>“Excluded: “<i>Standardization in the field of tourism service</i>” covered by <i>ISO/TC 228 – Tourism and related services</i>”.</p>	In addition to the exclusion in the scope, a bidirectional liaison status with ISO/TC 228 should be established, to be able to follow up and even contribute to the new work	<p>By intent the standards to be developed by the proposed technical committee will be voluntary and guidance based. The adoption of the contents of the proposed standards by other committees will be optional.</p> <p>We agree that standards developed by the proposed new TC will help development of new standards in new/existing sectors. However, we are also of the opinion that standards developed by this Committee can also help the service sector committees whenever they revise their existing standards.</p>	The scope of new TC has been revised to exclude all concerned existing vertical TCs including ISO/TC 228.
ISO/TC 232 – Education and learning services	Yes	<p>The following elements of the scope should be excluded from the scope of the new TC, as the work is within the scope of ISO/TC 232:</p> <ul style="list-style-type: none"> <li>- Education and learning services</li> <li>- Educational organizations</li> </ul>	<p>Addition of an exclusion clause to the proposed scope for the proposed new committee</p> <p>The proposed scope requires an exclusion clause or needs to be revised to account for the scope of ISO/TC 232, i.e., Excluded: “Standardization in the field of education and learning services” covered by ISO/TC 312 - Excellence in Service.</p>	None	It is clarified that all standards that will be developed by the proposed committee will stay clear from the specific or sectorial standards being developed by the other committees and will address only general aspects that can be horizontally applied on a voluntary basis.	The scope of new TC has been revised to exclude the standardization work under ISO/TC 232.
ISO/TC 295 – Audit data services	No	Click here to enter text.	<p>Choose an item.</p> <p>Click here to insert details.</p>	First of all, the proposal should reach out to the consensus of most members. Second, if needed, the help and consultation from extra membership should be included to avoid the overlapping issue with other TCs.	Recommendations well noted	Click here to enter text.
ISO/TC 304 – Healthcare organization management	No response	Click here to enter text.	<p>Choose an item.</p> <p>Click here to insert details.</p>	Click here to enter text.	Click here to enter text.	Click here to enter text.
ISO/TC 312 – Excellence in service	No response	Click here to enter text.	<p>Choose an item.</p> <p>Click here to insert details.</p>	Click here to enter text.	Click here to enter text.	Click here to enter text.
ISO/TC 314 – Ageing societies	No response	Click here to enter text.	<p>Choose an item.</p> <p>Click here to insert details.</p>	Click here to enter text.	Click here to enter text.	Click here to enter text.
ISO/TC 315 – Cold chain logistics	No response	Click here to enter text.	<p>Choose an item.</p> <p>Click here to insert details.</p>	Click here to enter text.	Click here to enter text.	Click here to enter text.

Consulted groups	Q1. Overlap?	Q2. Concise description	Q3. Recommended Mitigation	Q4. Other general recommendations	Proposer response	Proposers' recommended mitigation
ISO/TC 321 – Transaction assurance in E-commerce	Yes	<p>E-commerce transaction related services are essential part of e-commerce transaction assurance and within the scope of ISO/TC 321.</p> <p>As stated in the proposal, the new technical committee covers standardization of generic and fundamental aspects of services, which is quite broad. According to ICS, field of services include services in general, maintenance services, facilities management including cleaning and pest control, services for companies, services for consumers and other services, to create a new technical committee with a scope “generic and fundamental aspects of services” can lead to potential overlaps with technical work in other TCs.</p> <p>The scope of ISO/TC 321 covers on service provision to assure transaction in e-commerce particularly, the current scope of TC 321 include: Protection of online consumer rights including both prevention of online disputes and resolution process, and Assurance of e-commerce delivery to the final consumer. Services such as delivery services, after-sale services, online dispute resolution services etc., are important aspects within the standardization work in ISO/TC321, listed as below:</p> <ol style="list-style-type: none"> <li>1. ISO 32111: 2023 includes framework of transaction activities in e-commerce.</li> <li>2. ISO/FDIS 32122 deals with providing online dispute resolution services.</li> <li>3. ISO/DTR 32123 discusses after-sales services.</li> <li>4. ISO/FDIS 32112 is about evaluation of e-commerce including services.</li> </ol> <p>There will be a notable overlap between this new TS/P and TC 321 in terms of consumer protection and transaction assurance, primarily due to their shared emphasis on enhancing trust and security in service delivery and online transactions. Both frameworks recognize the importance of establishing standards that safeguard consumer rights, ensure the accuracy and integrity of transaction data, and promote smooth and efficient service delivery.</p> <p>By focusing on these common goals, they aim to reduce risks, increase consumer confidence.</p>	<p>Revision of the proposed scope for the proposed new committee</p> <p>TC 321 shall be excluded from the proposed scope.</p>	<p>The scope should be revised and be more focused in the clearly defined area.</p> <p>Further study of “generic and fundamental aspects” is ambiguous and can have different interpretation, suggest to refine the wording and have further discussion within ISO/TCs. Besides, clearly stated excluded e-commerce transaction services from the scope.</p>	<p>The intent of standardization by the proposed technical committee is to develop basic and horizontal standards which can be applied universally. They will not address any specific aspect that are sectorial in nature and on the work of TCs already established, or future TCs that address the sectorial subjects.</p> <p>Due diligence will be made at the time of standards development to ensure that no overlap occurs within the scope of the proposed committee with the other committees. On the other hand, wherever services have been treated on generic basis, those aspects will be included through reference or insertion with the consent of the concerned committees.</p> <p>The purpose for setting up the proposed committee is to consolidate all generic standardization aspects at one place for common reference by service developer, providers, as well as standards developers. In the long term, these standards would assist the work of new committees as well as new standards by the existing committees in more harmonized manner, especially as the current work by different committees have adopted disparate approaches, including structure of the standard hierarchy.</p> <p>It is well understood that the proposed new committee cannot work in isolation and will have to collaborate with some of the existing committees. It is for this reason, that the proposal mentions intent to liaise with 13 TCs including TC 321. The liaisons can be expanded as and when the requirement occurs.</p>	<p>The scope of the proposed committee has been revised to clearly indicate the intent of not transgressing on the work of any of the existing committee. The following has been added to the existing scope:</p> <p><i>“Excluded: Standardization of specific aspects covered by sectorial services standards within the scope of other committees including TCs (68, 159, 176/SC 3, 225, 228, 232, 304, 314, 315, 321, 342, 344, JTC 1/SC 40)”</i></p>
ISO/TC 324 – Sharing economy	No	Click here to enter text.	<p>Choose an item.</p> <p>Click here to insert details.</p>	N/A	Click here to enter text.	Click here to enter text.
ISO/TC 331 Biodiversity	No response	Click here to enter text.	<p>Choose an item.</p> <p>Click here to insert details.</p>	Click here to enter text.	Click here to enter text.	Click here to enter text.

Consulted groups	Q1. Overlap?	Q2. Concise description	Q3. Recommended Mitigation	Q4. Other general recommendations	Proposer response	Proposers' recommended mitigation
ISO/TC 342 – Management consultancy	Yes	<p>The scope of ISO/TC 342 is standardization in the field of management consultancy, excluding technical aspects already covered by ISO/TC 225 (Market, opinion and social research) and ISO/TC 260 (Human resource management). Management consultancy service is an important part of ISO/TC 342. ISO 20700:2017 <i>Guidelines for management consultancy services</i> has been allocated to ISO/TC 342, which includes the framework and principles of management consultancy.</p> <p>We believe this is a common situation and issue in other TCs involving services, and it's not easy to establish a new TC for standardization of generic and fundamental aspects of services to avoid overlap and maintain consistency.</p> <p>As this proposal will have a major impact on the TCs dealing with services, it should be fully considered and reviewed.</p>	<p>Collaboration between committees via the internal liaisons</p> <p><a href="#">Click here to insert details.</a></p>	<p>Establish contact and communicate with relevant TCs to define the scope and identify the priority work to avoid overlap and maintain consistency.</p> <p>Collaboration between the committees via Joint Working Group(s) if needed.</p>	<p>The intent of standardization by the proposed technical committees is to develop basic and horizontal standards which can be applied universally. They will not address any specific aspect that are sectorial in nature and on the work of TCs already established, or future TCs that address the sectorial subjects.</p> <p>Due diligence will be made at the time of standards development to ensure that no overlap occurs within the scope of the proposed committee with the other committees. On the other hand, wherever services have been treated on generic basis, those aspects will be included through reference on insertion with the consent of the other committees.</p> <p>The purpose for setting up the proposed committee is to consolidate all generic standardization aspects at one place for common reference by service developer, providers, as well as standards developers. In the long term, these standards would assist the work of new committees as well as new standards by the existing committees in more harmonized manner, especially as the current work by different committees have adopted disparate approaches, including structure of the standard hierarchy.</p> <p>It is well understood that the proposed new committee cannot work in isolation and will have to collaborate with some of the existing committees. It is for this reason, that the proposal mentions intent to liaise with 13 TCs including TC 342. The liaisons can be expanded as and when the requirement occurs.</p>	<p>The scope of the proposed committee has been revised to clearly indicate the intent of not transgressing on the work of any of the existing committee. The following has been added to the existing scope:</p> <p><i>“Excluded : Standardization of specific aspects covered by sectorial services standards within the scope of other committees including TCs (68, 159, 176/SC 3, 225, 228, 232, 304, 314, 315, 321, 342, 344, JTC 1/SC 40)”</i></p> <p>Further, the opportunity of creating joint working group(s) between the committees will be explored as and when the work gets underway.</p>
ISO/TC 344 – Innovative logistics	No response	<a href="#">Click here to enter text.</a>	<p>Choose an item.</p> <p><a href="#">Click here to insert details.</a></p>	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>	<a href="#">Click here to enter text.</a>
ISO/IEC JTC 1/SC 40	Yes	<p>There is quite a bit of overlap with the ISO/IEC 20000 series, which addresses Service Management (based on the MSS, ISO/IEC 20000-1 – Service Management System - Requirements). Many of the elements called out in the Form 1 (terminology, classification, human skills, planning, contracts, agreement, delivery modes, performance, measurements, monitoring, analytics, security, customer expectation and other related aspects of services) are integral elements within the 20000 series (and the HS text for MSS). The purpose of the proposed TC is to develop the “core concepts of service and service principles” which seems to presume that services haven't been yet defined across ISO! Additionally, the idea of sectorial service standards seems to be redundant also with the work of TC 176 and the application of ISO 9001 to various sectors (there are service elements within 9001).</p> <p>Interesting that one of the relevant documents listed is IS 20000:2024. It can only be assumed this is an Indian (BIS) standard and it's referencing ISO/IEC 20000-10, which is a glossary of terms for services and service management.</p>	<p>Addition of an exclusion clause to the proposed scope for the proposed new committee</p> <p>While the work of TC 312 is excluded, more depth and detail around services is found within JTC1/SC40. The work of SC40, specifically WG2 which directly addresses services, should also be excluded.</p> <p><b>NOTE:</b> JTC1/SC40/WG2 would be open to collaboration in whatever form to ensure there is no overlap, duplication, etc.</p>	<p>There are elements described (e.g., human behavior) that are not well-developed in the 20000 series but organizational change management (OCM) is defined and could be developed further (possible area of collaboration) as it is a critical area within service provision.</p> <p>To state that “services suffer from lack of standards or standardized protocols” is very short-sighted and incorrect. ISO/IEC 20000 is globally adopted (8<sup>th</sup> most popular MSS as per ISO's Annual Survey) and the service community is exceptionally strong with the various commercial frameworks and methodologies.</p> <p>The suite of standards proposed is ambitious but again, much is duplicative to published work across the ISO portfolio.</p>	<p>ISO/IEC 20000 series of standards are essentially focused on management system of organizations and therefore address all aspects including service element from an organization perspective.</p> <p>The scope of the standardization for the proposed committee addresses services from the entire eco system perspective principally focusing on transactional aspect and value, and applies to all environments besides information technology.</p> <p>It is clarified that the Indian standard IS 20000:2024 – (Services – Glossary of Terms) is entirely different from ISO/IEC 20000-10:2018 'Information technology — Service management — Part 10: Concepts and vocabulary'</p>	<p>Due diligence will be applied on the work of JTC1/ SC 40 to ensure there is no overlap and in case any aspects from its standards are included in the fundamentals standards these will be done through reference or insertions under knowledge of JTC 1/ SC 40.</p> <p>The scope of new TC has been revised to exclude the standardization work under ISO/IEC JTC1/SC 40.</p> <p>Further, the opportunity of creating joint working group(s) between the committees will be explored as and when the work gets underway.</p>
ISO/IEC JTC 1/SC 40/WG 3	Yes	<p>The scope of new TC “terminology, classification, human skills, planning, contracts, agreement, delivery modes, performance, measurements, monitoring, analytics, security, customer expectation and other related aspects of services” should exclude service aspects for IT Enabled Services-Business Process Outsourcing, as the work is within the scope of ISO/IEC JTC1 SC40 WG3.</p>	<p>Collaboration between the committees via Joint Working Group(s)</p> <p><a href="#">Click here to insert details.</a></p>	<p>The new TC should focus on fundamental services aspects and avoid “outsourcing” since it's under scope of ISO/IEC JTC1 SC40 WG3 Information technology — IT Enabled Services-Business Process Outsourcing.</p>	<p>The scope of the standardization for the proposed committee address services from the entire eco system perspective principally focusing on transactional aspect and value and applies to all environments besides information technology.</p>	<p>Due diligence will be applied on the work of JTC1/ SC 40 to ensure there is no overlap and in case any aspects from its standards are included in the fundamentals standards these will be done through reference or insertions under knowledge of JTC 1/ SC 40.</p> <p>The scope of new TC has been revised to exclude the standardization work under ISO/IEC JTC1/SC 40.</p>

Consulted groups	Q1. Overlap?	Q2. Concise description	Q3. Recommended Mitigation	Q4. Other general recommendations	Proposer response	Proposers' recommended mitigation
ISO/IEC 40/WG 1 JTC 1/SC	No	Click here to enter text.	Choose an item. Click here to insert details.	No	Click here to enter text.	Click here to enter text.

**Explanatory Note with respect to the comments received on the Proposal for Establishment of new Technical Committee on “Fundamentals of Services”:**

From the comments received it appears that the primary concern of other committees is overlap with their scopes and work programs. It is clarified that all standards that will be developed by the proposed committee will stay clear from the specific or sectorial standards being developed by the other committees and will address only general aspects that can be horizontally applied on voluntary basis. To further clarify, the standards that will be developed by the proposed technical committee will be covered under following ICS Sub codes:

ICS Code	ICS Sub code	Title
<b>01</b>		<b>GENERALITIES, TERMINOLOGY, STANDARDIZATION, DOCUMENTATION</b>
	01.040.01	Generalities. Terminology. Standardization. Documentation (Vocabularies).
	01.040.03	(only) Services
	01.060	Quantities and units *Standards included in this group shall also be included in other groups and/or sub-groups according to their subjects
	01.120	Standardization. General rules
<b>03</b>		<b>SOCIOLOGY.SERVICES. COMPANY ORGANIZATION AND MANAGEMENT. ADMINISTRATION.TRANSPORT</b>
	03.080.01	Services in general
	03.100.99	Other standards related to company organization and management
	03.120	Quality

The purpose for setting up the proposed committee is to consolidate all generic standardization aspects at one place for common reference by service developer, providers, as well as standards developers. In the long term, these standards would assist the work of new committees as well new standards by existing committees in more harmonized manner, especially as the current work by different committees have adopted disparate approaches, including structure of the standard hierarchy.