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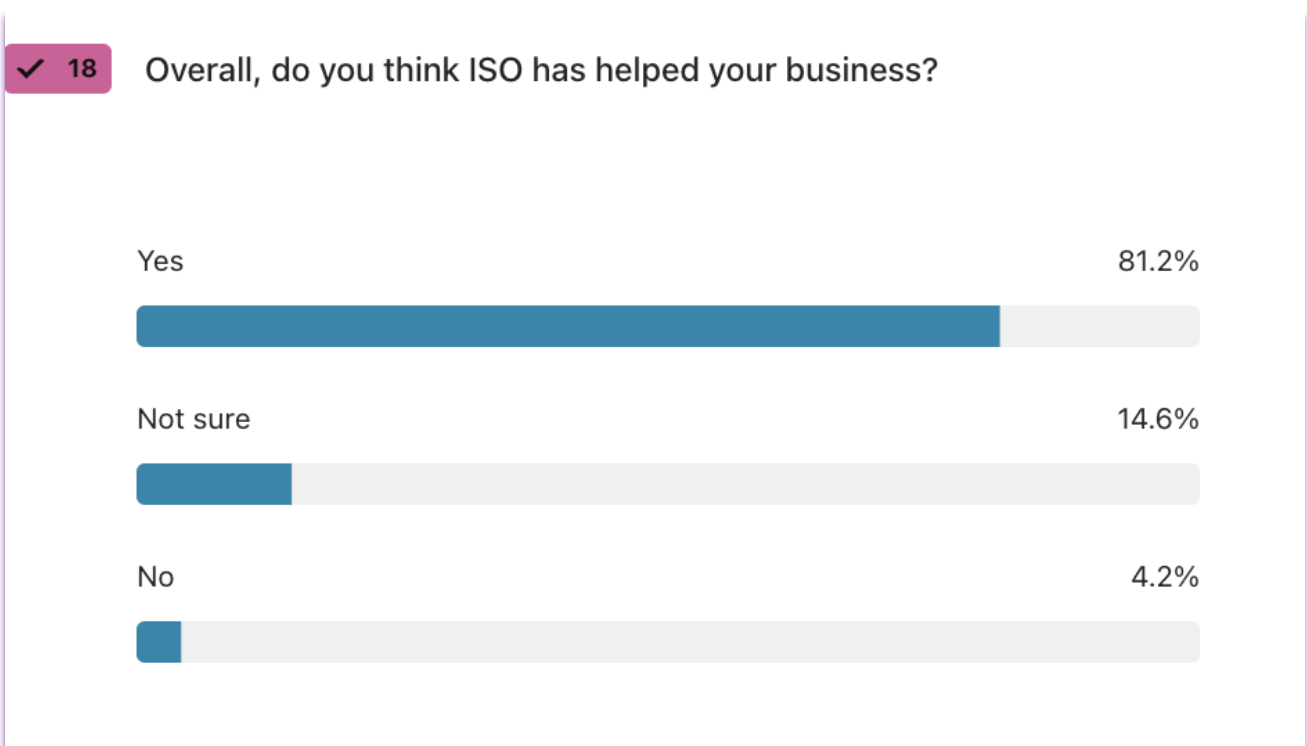
ISO - THE BENEFITS

By Status Management Services Ltd
- The UK ISO Standards Survey
Summer 2024

PRIMARY FINDING

The vast majority of companies that are ISO registered report that they have benefited significantly from certification.

Benefits from registration are often subjective but, as per other papers in this series, there are tangible benefits that have been identified, not least those 56% of registered companies that say it has helped them to win more business.



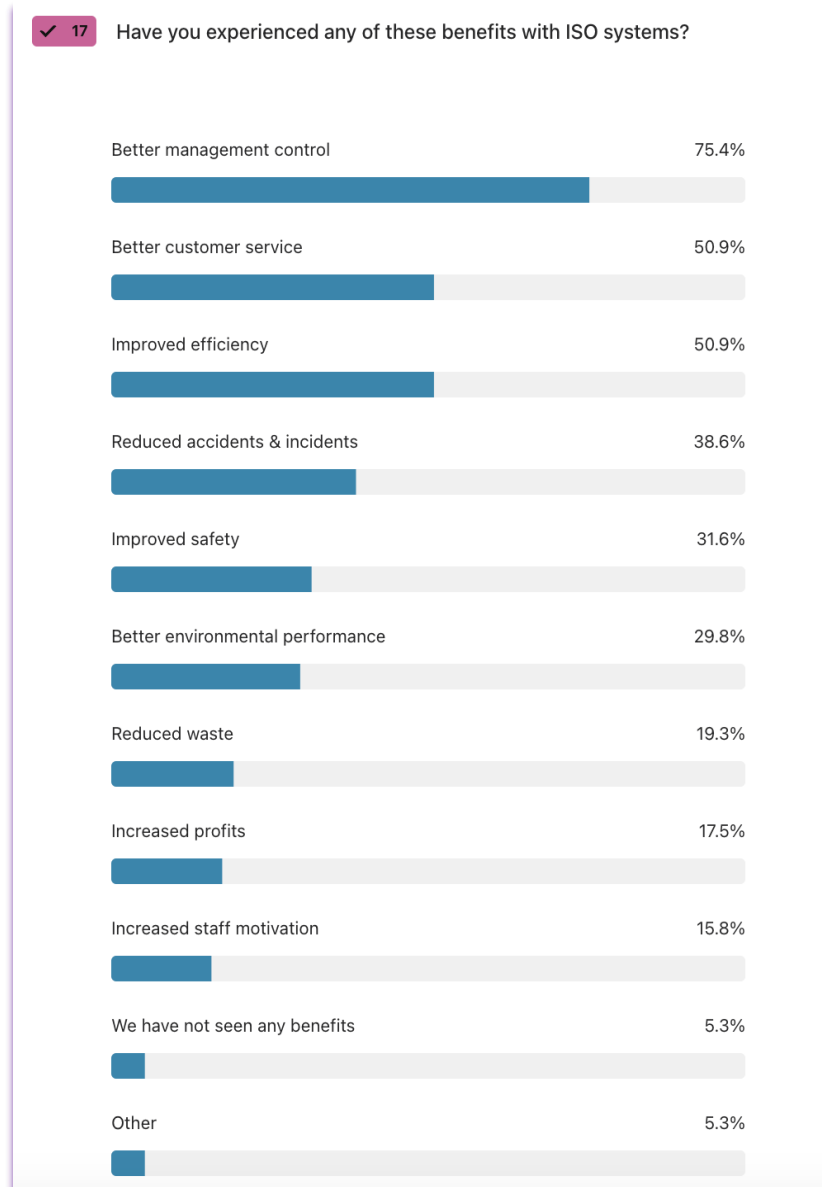
While over 80% state their business benefitted from having an ISO registration just over 4% did not feel they benefitted, and a further small group (12%) were unsure.

We do see that business-to-business companies (B2B) are more likely to state that they have benefited from implementing ISO systems than those that focus on consumers or even those that sell to both businesses and consumers. Perhaps this is related, as many B2B companies will need ISO to secure contracts and in doing good practices may be enforced to the benefit of the business.

Let's now dig into the type of benefits the companies felt they gained.

THE DETAIL

At just over 75%, better management control is the top listed benefit from having registration and, as this is central to the purpose of registration, it is particularly gratifying to see it top the list.



Additionally, and impressively, just over 50% of respondents also cite better customer service and improved efficiency as benefits to registration. Both of which may contribute to the reasons why companies with ISO registration also report an uplift in both sales and contracts.

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In addition to which, respondents made various comments that add further qualification to the benefits of ISO registration, a sample of which have been reproduced below:

- *“During the process of becoming ISO registered we identified a number of areas within our business that were failing or that could be done better.”*
- *“Overall, the systems that are in place are good, [we get] small wins in areas that potentially get overlooked that bring forward improvement... even if that 'improvement' is small, over time it amounts to much more.”*
- *“Clearly having a system that improves our performance can only improve our business overall.”*
- *“It's a good framework to ensure everyone is working the same way and enables/triggers/facilitates a good number of conversations around development, growth and continual improvement.”*
- *[it develops] “Good habits - it disciplines us to check what is easily forgotten.”*

From the above, we can be very clear that, properly applied, the effort and discipline required to implement, maintain and develop ISO systems are not simply an administrative exercise, they can really drive a business forward.

Perhaps the benefit of ISO registration is most pithily summarised by one director who commented:

- *“I believe that keeping to ISO standards brings with it better stability and structure to our company”*

THE SURVEY BACKGROUND

The survey, and the associated analysis, was undertaken and validated by [Dr Edward Nugent](#) and [Kajsa Nordström](#) of [Digital Scorecard](#) to ensure an unbiased and independent view.

The analysis is based on a survey of UK SME's and businesses and was undertaken over the spring and summer of 2024. All data was anonymised as part of the research. The results from the study are not meant to represent all UK SMEs but due to the sample size it is believed to provide a realistic picture of UK SMEs and their thoughts about ISO registration.

To learn more about the survey and to access other papers please go to:

<https://www.isoconsultantsuk.co.uk/ISO-survey-2024>.

ABOUT STATIUS

Our mission is to help ambitious owners and managers become great leaders. We want to help them, and their people, deliver:

- Better strategies
- Better systems (the ISO bit)
- Better measurement (the KPI bit)
- Engaged people delivering
- Better results... the interesting bit

Our team of consultants have experience in implementing, supporting and developing a variety of ISO standards across multiple sectors. All consultants will have gained "hands on" operational experience in a variety of fields before becoming consultants, including engineering, manufacturing, retail, warehousing, and logistics, to name just a few.

The consultants hold a selection of qualifications including degrees and master's degrees, the NEBOSH General Certificate, the Institute of Leadership and Management Award, the NEBOSH Fire Safety, the EOR/202N Work Safely in an Engineering Environment – Basic Lift Safety Certificate, IOSH, Neuro Linguistic Programming (NLP), DSE Assessor, and (of course) specific ISO auditor qualifications.

The company is itself registered to ISO 9001, 14001, and 45001 by [ForeFront Certification](#) a [UKAS](#) approved certification body. The company also hold [Investors In People](#) Accreditation and is a member of the [British Quality Foundation](#) and [The Good Business Charter](#).

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Checkout www.status.co.uk for more details.

Papers from this study

1. ISO - Why companies register
2. ISO - The benefits
3. ISO - The impact on sales and contracts
4. ISO - The pleasure and **PAIN** of maintaining standards
5. ISO - Preparation for assessment and the value of audits