

In this Issue:

The Latest ISO 9001:2000 and ISO 14001 Information

Summer Data confirms Rise in ISO 9001:2000

Total ISO 9000 registrations in North America climbed to 57,131 as of the end of July, representing an increase of 3,415 reported certifications during the first seven months of the year according to data collected by QSU publishing company.

Attention: Users of ISO 9001:2000 and ISO 9004:2000 - Let Your Voice Be Heard!



<http://isotc.iso.ch/webquest/tc176/index.html>

The ISO Technical Committee User Survey will continue to run through October, with an expected completion time of no more than 15 minutes. Persons interested in participating in the survey may do so by clicking on the above link. The survey is open to any person who has some knowledge or experience with the standards and there is no limit to the number of persons who may respond from any one organization.

Preliminary results revealed that 79% of U.S. respondents indicated the standard did an excellent (15%) or good (64%) job in meeting their needs. Asked to cite the most important benefits of ISO 9001:2000

- 123 of the U.S. respondents cited improved customer satisfaction
- 81 cited improved communications
- 136 claimed increased management commitment
- 115 respondents pointed to more effective management reviews
- 32 cited increased supplier performance
- 40 pointed to improved supplier communication

ISO 9001 Survey looks at Client-Registrar Relationship

Twenty years after its inception, ISO 9001 is largely recognized as a reliable framework for an organization's quality management system. Some criticism still exists, but most companies now

believe that registration-particularly given ISO 9001:2000 process approach does have value above and beyond attracting and keeping new customers.

According to *Quality Digest's* seventh survey (July 2004) when asked whether the initial motivation for registration was due to market pressure, to stay ahead of competition or for the actual perceived benefits of registration, 58 percent of respondents indicated that the benefits of registration were their motivation. This was significantly more than the 47 percent for market pressure or the 42 percent for competitive purposes. (See table 1 below.)

Table 1: Motivation for Seeking ISO 9000 Registration

Question "What was your company's initial motivation for becoming registered?"			
<i>Note: Respondents were allowed to check more than one answer.</i>			
	Market Pressure	Competition	Perceived Benefits
All Responses	47%	42%	58%
Registration Required	57%	41%	54%
Registration not required	18%	45%	72%

However, the high percentages of all three responses indicate that while benefits might be the most important motivator, competition and market pressure are still viewed as significant. To test whether companies see intrinsic value to registration, respondents were asked if they would keep their registration even if it wasn't required. Only 16 percent indicate they wouldn't. More than 60 percent of respondents say they would keep their registration even if it wasn't required, and the remainder are unsure. One interpretation of this data is that the initial motivator might be an industry requirement, but eventually companies see the internal value as well.

Table 2: Rating Registrar Performance

* Based on their experience with their registrar, respondents were asked to rank the performance of their registrar or registration on a scale of 1 to 10, with 1 being most favorable. **Importance ranking is based on criteria rating and attribute table found in survey.		
Attribute	Performance *	Importance Ranking**
Knowledge and ability of auditors	2.1	1
Thoroughness of auditor	2.4	4
Services received from auditors	2.4	3
Auditor understands my business	2.6	5
Availability of auditor	2.6	8
Consistency in standards interpretation and audit findings	2.6	2
Flexibility in scheduling	2.9	9
Registrar's response time to questions and concerns	3.0	6

Fast turnaround on reports	3.2	11
Registrar's response time for a quote	3.4	13
Service received from registrar's office	3.4	7
Price	3.4	10
Value-added services	3.7	12

About 92 percent of respondents either agree or strongly agree with the statement, "I am satisfied with the level of service our registrar has given us" (47% strongly agree, 45% agree). About 90% of respondents agree with the statement "I would recommend our registrar to our suppliers or customers" (47% strongly agree, 43% agree).

ISO/TC176 has new interpretations of ISO 9001:2000 on their Website.

<http://www.tc176.org/Interpre.asp>

Next Generation ISO 14001

ISO 14001, the international standards on environmental management systems (EMS) requirements have been undergoing review and revision for five years. The revision is focused on two goals:

1. Increased compatibility with the latest version of ISO 9001.
2. Improved clarification to assist users in understanding the requirements, thereby easing implementation, and enhancing environmental protection without additional or diminished requirements.

Where there is commonality between ISO 9001 and ISO 14001 requirements, an effort was made to reflect the same terminology, format, and structure. The documentation, control of documents, and definitions sections are examples of this commonality

Final Expected by December 2004

The ISO 14001 EMS standard recently was approved for evaluation. It is expected an approved and revised international standard will be issued in December. Organizations will then have 18 months to conform. Discussions on how to further enhance the alignment between ISO 9001 and ISO 14001 are already under way. It will be the users who will be the ultimate authority on whether the working group has achieved its goal.

For more information, see August 2004 Quality Progress.