

# Iso standards and excellence - reflection ( clo 3 )

Business



Teacher CLO 3 ISO 9001: 2008 only spells out the criteria and process to achieve to quality through a management system and it follows that it is the standard that can only be certified. In theory, ISO Certification may not be necessary and it does not follow that a company without ISO Certification is no longer reputable. In practice however, both companies and customers look for ISO Certification for a guarantee that the products and services delivered by the company is of quality and consistent.

Thus, certification serves as a badge of credibility for the company to its various stakeholders. This certification is so objective (making it more credible and reliable) that ISO itself does not do the certification but a third party certification body that cannot be certified by ISO. This removes conflict of interest and undue influence. This certification process involves an audit in evaluating the company's standards vis-à-vis audit criteria established. This is a continuous process to ensure that quality and improvement is maintained.

The benefits of having ISO certified are many. Having quality as a standard obviously meets if not exceed customer's requirements and this means increased customer satisfaction leading to more business and more profit for the company and able to articulate its processes.

Getting an ISO certification is not easy when I did a review on the audit process. But considering the benefits of the certification to the company and its long-term viability as a business organization, ISO is no longer just a quality certificate that a company may opt but an imperative in today's very competitive environment because it wears the badge of credibility and quality.