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ISO Certification: Not Just for Manufacturing or Production!

The broad range of ISO certification options are often touted as being hugely flexible and applicable to just about every organization. From small mom-and-pop fabrication shops to multinational industry giants, the benefits of a robust QMS (quality management system) *can* help just about any business. But what about businesses involved not in the creation of products, but in the sale and distribution of them – namely e-commerce? Yes!

One of the many inherent advantages of becoming certified to an internationally-recognized and respected standard is the immediate appearance of reliability and sense of confidence conveyed. Even before a potential customer has done research into your products, shipping policies, etc. the ISO label is working in your favor to cultivate trust. ISO 9001 certification in particular demonstrates to consumers a thorough commitment to ensuring quality and consistency.

A key part of ISO 9001 is customer satisfaction – and what e-commerce business doesn't want happy buyers? The standard focuses heavily on customer reviews and feedback, an emphasis that helps businesses learn from any mistakes *and* stay “ahead of the curve” in anticipating customer response to changes. Through taking feedback into consideration when developing policies, consistency improves – meaning fewer mistakes and more repeat business.

Certification can also open doors to new markets, such as being available to international customers or becoming eligible for government contracts. As previously stated, the reputation of ISO certification is global; being able to tout a certificate that is recognized and respected not only in your home country but around the world may allow your organization to take huge strides in branching out!

Just as international markets have become a more diverse and open playing field, the digital world is likewise becoming more and more vital to consumers as they shop online rather than in-person. But with the kind of growth seen in the digital landscape over the past several years comes a similar increase in risk. Identity theft, data leaks, and ransomware attacks are in the headlines worldwide – but did you know there is an ISO standard that can help protect customer information? ISO 27001 is designed to help develop a company's Information Security Management System (ISMS), laying a solid foundation for the protection of customer information and confidentiality from cyber threats.

For more information on the standards mentioned, or to learn what other ISO certification options might be able to benefit your business, visit www.pjr.com today!

