



BUSINESS ASSURANCE

CERTIFICATION IN PRACTICE

What benefit does certification produce?

When reviewing the many years of research into the benefits of certification, as stated by the end-user, four clear categories emerge;



**Operational
results**



**Financial
results**



**Benefits related
to customers**



**Benefits
related to staff**

Breaking this down further, the reported benefits of certification include;



Operational results

- Better supplier relationships
- Decreased logistics costs
- Increased inventory turnover
- Decreased nonconformities
- Meeting deliver dates
- Decreased lead times
- Fewer customer audits
- Increased resilience to disruption
- Greater flexibility, more capable of responding to change
- Reputational boost and market differentiator
- Easier to demonstrate compliance with regulatory requirements



Financial Results

- Increased sales
- Increased market share
- Reduced costs/ wastage/ landfill costs
- Increased ability to bid for contracts
- Access to international markets



Benefits related to staff

- Improvements in morale and attendance
- Improved health and safety leading to reduced staff absence
- Improved suggestions, participation and willingness to innovate



Benefits related to customers

- Improved customer service leading to increased customer satisfaction
- Increased loyalty and repeat business
- Fewer complaints