

11th ISO/TC 312 (Service Excellence) Plenary and WG meetings in China

11th ISO/TC 312 (Service Excellence) Plenary and WG meetings were held in China from February 26 to 29, 2024. There were 30 participants from Germany, India, Cyprus, Spain, Barbados, Russia, Japan, China, Korea, and liaison representatives attended The TC 312 Plenary.



At the plenary meeting, there was a report on the progress of TC 312 participating countries (Russia and Spain were added as P-members, etc.). It was proposed that CEN/TC 465 (Sustainable Cities and Communities) and ISO/TC 342 (Management consultancy) form a liaison group, since their activities are related to TC 312, which was accepted.

WG 1 discussed the draft of ISO/TS 19387 (Service excellence - Maturity Model). Regarding future plans, WG 1 members agreed to make a revised draft at the CD level based on the discussions at this meeting.

WG 2 discussed the draft of ISO/TS 19390 (Service excellence - Implementation approach for ISO 23592). It was agreed that the three stages in the implementation of service excellence should be expressed as *pre-implementation*, *implementation*, and *post-implementation*, and that the stages of establishing a foundational customer orientation and service orientation should be prerequisites for the draft.

WG 4 confirmed the content of the draft ISO 11367 (Service excellence - Principles and model for public service organizations). Since this standard has already been voted on in the DIS ballot, no discussion was held and only information was shared.

WG 5 discussed the draft outline of ISO/TS 19384 (Service Excellence - Guidelines for the application of digital approaches to achieve service excellence). It was agreed to revise the titles of the clauses and subclauses to make this standard about achieving service excellence through digital approaches.

TG 1 discussed how to utilize the TC 312 microsite and how to involve P and O members in the dissemination of information on activities.

TG 2 updated the contents of the Strategic Business Plan of TC 312.

The next Plenary and WG meetings are scheduled to be held in Barbados in February 2025.

Comment from the chairperson of ISO/TC 312, Prof. Dr. Matthias Gouthier:



My personal summary of the 11th meeting of ISO/TC 312 is an absolutely positive one.

We welcomed a new P-member, GOST R, the Russian Federal Agency for Technical Regulation and Metrology. In addition, UNE, the Spanish Association for Standardization, changed its status from O-member to P-member. We have seen that with new members come new ideas and topics, which is absolutely valuable.

We also had many very constructive and efficient meetings of our TGs and WGs. In TG 1, we mainly focused on improvements related to our microsite as it is the basic communication channel of our committee. We also updated our Strategic Business Plan (SBP) and brought it up to date. While the focus of WG 4 was on describing an overview of the current document, we intensively discussed and further developed our three new projects. The topics of applying digital approaches to achieve service excellence (ISO/AWI 19384), developing a service excellence maturity model (ISO/WD 19387) and describing how to implement service excellence according to ISO 23592 (ISO/WD 19390) are not only innovative, but also essential from a practitioner's perspective. The committee meeting came to an exciting conclusion with a visit to Baidu on the last day.