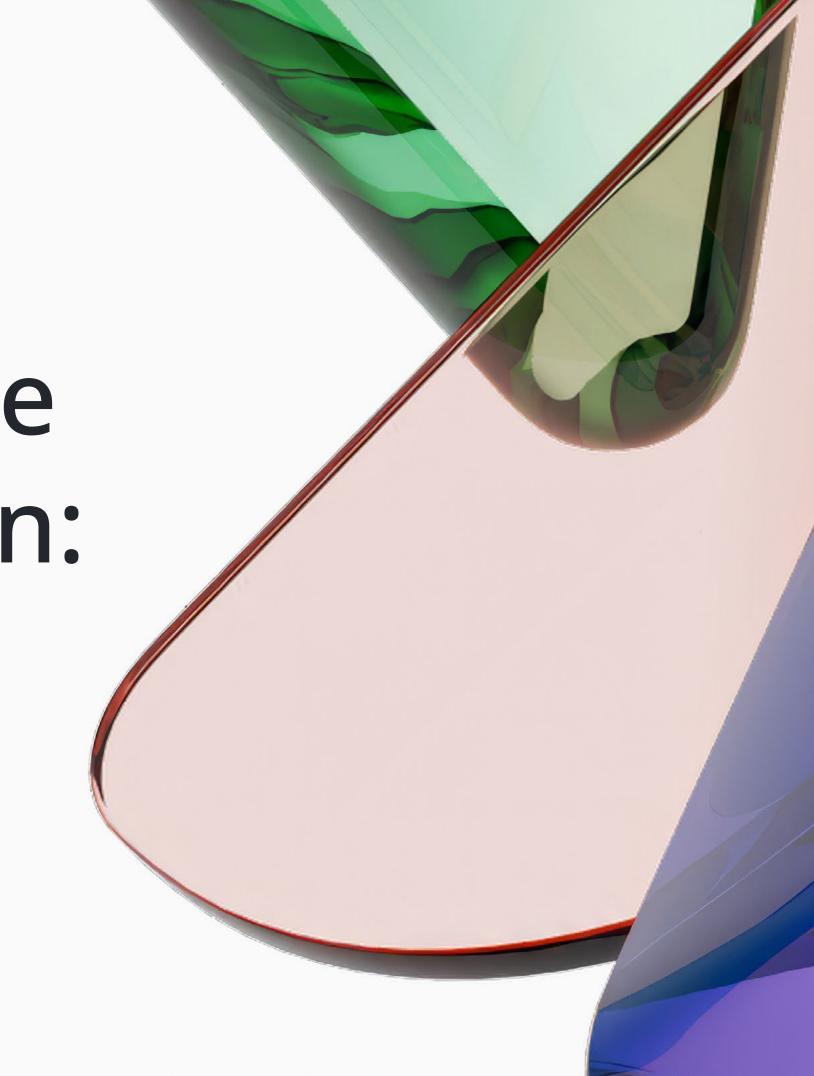# Embedding excellence into your organization:

Your guide to Quality Management System ISO 9001

Quality management system: the foundation of a strong business

In an era of constant change, organizations are looking to internationally recognized best practices to help meet the needs and changing expectations of customers, stakeholders, and regulators.
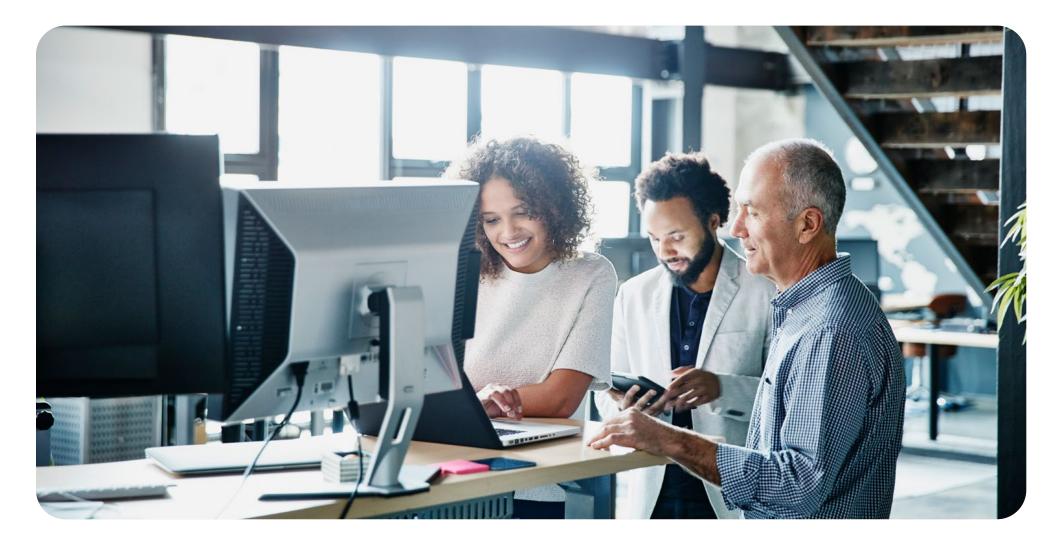
That's why more than a million organizations across the globe have certified to Quality Management Systems ISO 9001 — the most widely adopted standard for quality management in the world[1].

A quality management system (QMS) based on ISO 9001 empowers organizations to deliver consistent, reliable, and long-term excellence. They provide organizations with the framework of policies, processes, and procedures needed to create a culture of continuous improvement that inspires trust.

66% of businesses with ISO 9001 certification reported improved products and services, while 65% noticed increased consumer trust[2]

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By implementing and certifying a QMS, your organization can elevate business performance by streamlining operations, driving continuous improvements, and adapting to meet customer needs. With a culture of ongoing development and excellence in place, you can unlock new market opportunities, accelerate growth, and strengthen future readiness.

In this guide, we'll show you how certification to QMS ISO 9001 can help you:

- seize new opportunities;

- streamline operations;

- strengthen collaboration;

- accelerate innovation;

- improve performance;

- operate sustainably;

- adapt and respond to changes; and

- enhance customer satisfaction.

3

How is quality management being redefined?

New technologies, continuous methodologies, and hybrid working environments are reshaping expectations and creating new growth opportunities for organizations.

As a result, quality leaders are working strategically and collaboratively to meet the needs of customers, stakeholders, and regulators. They are increasingly using their influence to promote a culture of quality internally, encouraging colleagues to see quality management as a process and mindset rather than a checklist.
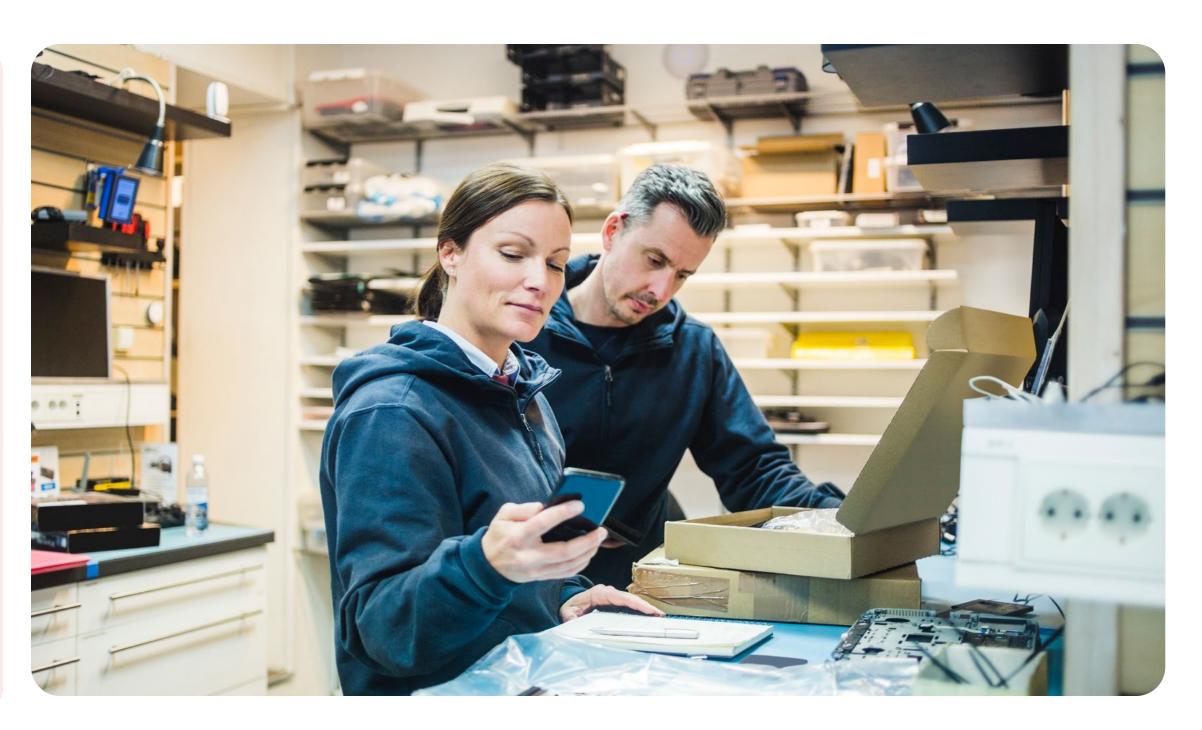
What does future-ready quality management look like?

- Compliant with multiple quality and safety regulations;

- Capable of navigating supply chain complexity;

- Relentlessly customer-centric;

- Data-driven decision-making that fuels continuous improvement;

- Engaged employees and a culture of quality; and

- Commitment to reducing environmental impact.

Six global forces driving change in quality management

- Rising consumer expectations around product and service quality;

- Growing complexity from global supply chains and regulations;

- Quality 4.0 innovations (AI, blockchain, machine learning);

- Maturing ESG governance and sustainable design principles;

- Demand for trusted and recognized independent verification; and

- Continuous and agile methodologies (e.g. Lean Six Sigma).

Reducing complexity with Quality Management System ISO 9001

The Quality Management Systems standard ISO 9001 offers organizations a structured framework, enabling them to develop the policies, processes, and procedures required for planning and execution in their core business areas.

Its inclusion helps reduce complexity, inconsistency, and uncertainty within an organization, as well as meeting customer requirements and expectations.

Components of a QMS based on ISO 9001

Customer focus
Organizations must understand and meet customer needs, requirements, and expectations.

Leadership
Top management must demonstrate commitment to the QMS, establishing a vision and direction for the organization and involving all employees.

Process approach
Understanding activities as processes that function as a system contributes to efficiency when looking to achieve desired outcomes.

Continuous improvement
Organizations must continually improve their processes and overall performance.

Evidence-based decision making
Decisions based on the analysis and evaluation of data and information are more likely to produce desired results.

Relationship management
An organization and its external providers are interdependent, and a mutually beneficial relationship enhances the ability of both to create value.

Embed quality and excellence into your organization

Alongside benefiting businesses, a QMS based on ISO 9001 also creates a positive impact on society. It does so by reducing waste, introducing more affordable and high-quality products to the market, and driving forward innovations that contribute to societal progress. Many organizations also integrate ISO 14001 (Environmental Management System) with their QMS, leading to better environmental stewardship.

Certification to Quality Management System ISO 9001 drove superior profitability for a majority of companies surveyed, including organizations in the US, Brazil, China, and India compared to non-certified organizations[3].

3. An Empirical Investigation Into The Impact Of ISO 9001 Certification: A Comparative Study, International Journal Of Business & Management Studies, C.P. Kartha, 2022 https://ijbms.net/assets/files/1644686280.pdf

Certification to ISO 9001 by a recognized third party like BSI brings numerous benefits to an organization. It brings credibility and independence to your claims, as the certification process involves an external audit, where an independent auditor measures the effectiveness of an organization's QMS against the ISO 9001 requirements.

The impact of ISO 9001 certification with BSI[4]

- 66% of businesses report improved products and services

- 60% experience a reduction in errors

- 65% observe an increase in consumer trust

How does ISO 9001 certification benefit organizations?

Consumer trust

Trust has become an incredibly powerful commodity in an era where consumer expectations are ever-rising and brand loyalty is volatile. To establish and maintain consumer trust, organizations need to enhance performance and consistently deliver high-quality products and services, coupled with transparent and responsive communication.

ISO 9001 certification can help organizations:

- demonstrate that a reliable QMS system is in place to meet customer expectations;

- ensure an organization adheres to internationally recognized quality management principles;

- strengthen customer loyalty with QMS processes that gather and act on customer feedback; and

- signal that the organization is committed to quality standards via an independent audit.

Business improvement

Rapid technological changes, intense competition, talent shortages, and complex supply chains mean that organizations are having to continually adapt and optimize their operations. This requires ongoing investment in innovation, process enhancements, and talent to ensure product quality meets the highest possible standards.

ISO 9001 certification can help organizations:

- streamline efficiency, reduce waste, save costs, and minimize errors via a process approach;

- identify, assess, and address risks proactively with risk-based thinking;

- strengthen employee engagement by defining clear roles and responsibilities; and

- teach workforces new skill sets that enable them to drive innovation or react to changes.

Market access

Globalization has expanded opportunities for organizations at a scale not seen before. It presents unique opportunities for quality leaders to demonstrate compliance with diverse regulatory standards, meeting regional certification requirements and managing varying cultural expectations. This necessitates a strategic, well-informed, and proactive approach to quality management.

ISO 9001 certification can help organizations:

- unlock new opportunities and markets that were previously inaccessible without ISO 9001 certification;

- accelerate sustainable business performance and growth through continuous improvements; and

- support compliance with legal and regulatory requirements, reducing the risk of fines.

Your partner in progress

Certifying to Quality Management System ISO 9001 with BSI enables you to accelerate opportunity and drive business growth through sustained excellence.

Our auditors are uniquely positioned to help you, thanks to their significant experience and expertise in quality management across many industry sectors. Their strong technical and business acumen enables them to provide you with unrivalled support, and help you identify opportunities for improvement.

As your trusted partner, we provide Quality Management System ISO 9001 training and qualifications, pre-assessment, audit, and certification, helping you navigate a new era of quality management and accelerate progress towards a sustainable world.

We can also enhance your certification experience with a hybrid audit programme. Not only is it completely optimized to meet your needs, it also helps your organization reduce emissions, streamline processes, and improve efficiencies.

BSI Connect, our centralized audit platform, allows you to collect, analyze, and share audit data from anywhere, while our global footprint enables fast access to the right industry expertise, local knowledge, and language.

We analyse historical data and use predictive modeling to help you foresee and prevent risks. Our proactive risk management keeps you ahead of threats, safeguarding your reputation and assets.
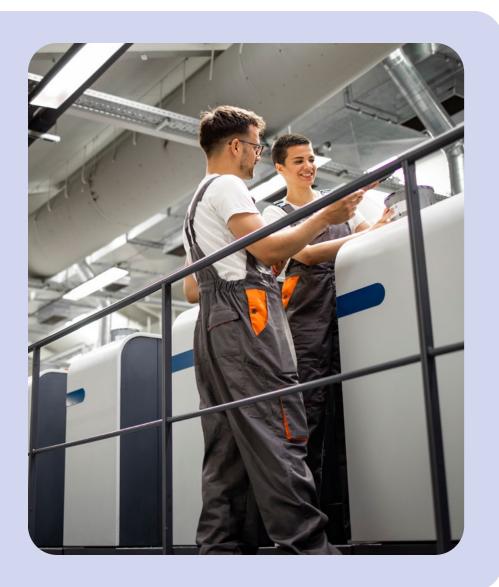
Supported by quality experts, we help your organization identify opportunities for growth while empowering your teams to deliver impact.

Embedding a Quality Management System ISO 9001

Training courses in Quality Management System (ISO 9001)

Understand what a quality management system does, how to implement it, and how to audit your system in our range of training courses and qualifications.
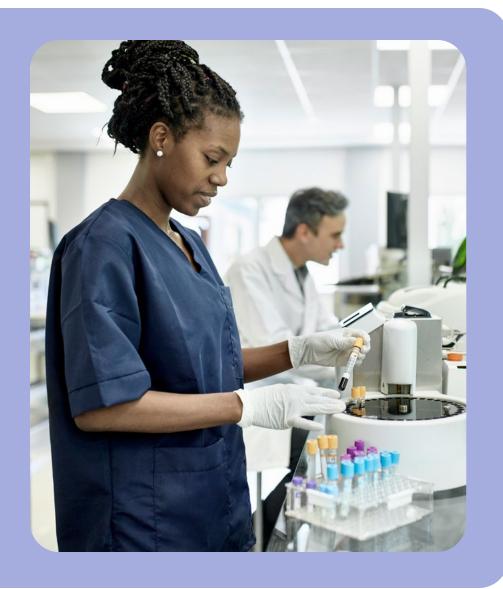
Learn more

Quality Management System ISO 9001 certification

Show customers, stakeholders, and regulators your commitment to continuous improvement with certification.

Get started

Speak to us about quality certification

Explore our solutions for quality management and learn how
BSI helps you pursue continuous improvement.

Access our website