



# **ISO 9001:2015**



# What is ISO 9001?

ISO 9001 is a standard that sets out the requirements for a quality management system. It helps businesses and organizations to be more efficient and improve customer satisfaction.

A new version of the standard, ISO 9001:2015, has just been launched, replacing the previous version (ISO 9001:2008).

# What is a quality management system?

- A quality management system is a way of defining **how an organization can meet the requirements** of its customers and other stakeholders affected by its work.
- ISO 9001 is based on the idea of **continual improvement**.
- It doesn't specify what the objectives relating to “quality” or “meeting customer needs” should be, but requires organizations to define these objectives themselves and continually improve their processes in order to reach them.

## Who is ISO 9001 for?



- ISO 9001 is suitable for organizations of all types, sizes and sectors.
- In fact, one of the key improvements of the newly revised ISO 9001:2015 was to make it more applicable and accessible to all types of enterprises.
- Smaller companies that do not have staff dedicated to quality can still enjoy the benefits of implementing the standard – ISO has many resources to assist them.

# What benefits will it bring to my business or organization?

Implementing a quality management system will help you:

- Assess the **overall context** of your organization to define who is affected by your work and what they expect from you. This will enable you to clearly **state your objectives and identify new business opportunities**.
- Put your **customers first**, making sure you consistently meet their needs and enhance their satisfaction. This can lead to repeat custom, new clients and increased business for your organization.

## ISO 9001: benefits

- Work in a **more efficient way** as all your processes will be aligned and understood by everyone in the business or organization. This increases productivity and efficiency, bringing internal costs down.
- Meet the necessary **statutory and regulatory requirements**.
- **Expand into new markets**, as some sectors and clients require ISO 9001 before doing business.
- **Identify and address the risks** associated with your organization

# Why was ISO 9001 revised?

- All ISO standards are reviewed and revised regularly to make sure they remain relevant to the marketplace.
- ISO 9001 has been updated to take into account the different challenges that businesses now face.
- For example, increased globalization has changed the way we do business and organizations often operate more complex supply chains, and there are increased expectations from customers.
- ISO 9001 needs to reflect these changes in order to remain relevant.



# What are the key improvements?

## Structure

ISO 9001:2015 now follows the same overall structure as other ISO management system standards (High-Level Structure), making it easier for anyone using multiple management systems.

See Annex SL of ISO/IEC Directives Part 1 (the rules for developing ISO standards) for further information.

## Focus on risk-based thinking

This has always been part of the standard, but the new version gives it increased prominence.

More information can be found on the Website run by ISO/TC 176/SC 2, the group of experts behind the standard

([www.iso.org/tc176/sc2/public](http://www.iso.org/tc176/sc2/public)).



# What benefits does the new version bring?

The new version of the standard brings the user a number of benefits.

ISO 9001:2015:

- Puts greater emphasis on **leadership engagement**
- Helps **address organizational risks** and opportunities in a structured manner
- Uses **simplified language** and a common structure and terms, particularly helpful to organizations using multiple management systems
- Addresses **supply chain management** more effectively
- Is more **user-friendly** for service and knowledge-based organizations

## Should I be certified to ISO 9001?

- Certification - when an independent certification body audits your practices against the requirements of the standard – is not a requirement of ISO 9001, but is a way of showing stakeholders that you have **implemented the standard properly**.
- For some companies, third- party certification may be a requirement. For example, some governments or public bodies may only contract suppliers that have been certified to ISO 9001.
- ISO does not perform certification. For more information about the certification process, see [www.iso.org](http://www.iso.org) and the publication *ISO 9001:2015 – How to use it*.



# How do I get started with ISO 9001:2015?

## Key tips

**Tip 1** – Define your objectives. Why do you want to implement the standard?

**Tip 2** – Ensure senior management is on board. It is crucial that everyone is supportive of the initiative and its objectives. The publications *Reaping the benefits of ISO 9001* and *ISO 9001: Debunking the myths* may help with this.

**Tip 3** – Identify your organization's key processes for meeting your objectives and customers' needs. Within each of these processes, ensure you understand your customers' requirements and can guarantee that these are met. This will form the basis of your quality management system.



## Examples of success with ISO 9001

ISO 9001 is used successfully all over the world. In 2013 alone, over **one million certificates** to the standard were issued across 187 countries, and many other companies and organizations have used the standard without seeking certification.

Success with ISO 9001 can take many forms. For some enterprises, it is all about attracting new clients, while others see it as the blueprint for internal efficiency.



# Sénégalaise Des Eaux



## One step ahead of customer needs

“We have been using ISO 9001 since 2002 and it helps us **anticipate and meet the needs of our customers**. At the beginning, the most important thing was providing sufficient water for the client. Then, when this was satisfied, the focus turned to the quality of the water and services.

“Now, we meet with consumer associations every six months to ensure we can adapt to our customers’ needs. At the moment, for example, it is all about the diversification of payment methods, using mobile phones or other services to make money transfers.”

Mamadou Dia  
CEO of Sénégalaise Des Eaux

Sénégalaise Des Eaux supplies drinking water to approximately five million citizens in some of the largest towns in Senegal.



# Baltika Breweries

## Optimizing operations

“Using production systems based on ISO 9001, ISO 14001 and ISO 22000 allows us to **optimize operations between factories** and better integrate many of the companies we have acquired.

“In addition, by asking suppliers to implement robust quality management systems, we ensure the ingredients we use are of consistently high quality.”

Dr. Isaac Sheps

CEO of Baltika Breweries from 2011 to 2014

Baltika Breweries is a leader in the Russian beer market and part of the Carlsberg Group.

## Other standards in the 9000 family

There are many other standards in the ISO 9000 series that can help you reap the full benefits of a quality management system and put customer satisfaction at the heart of your business.

- **ISO 9000** contains detailed explanations of the seven quality management principles with tips on how to ensure these are reflected in the way you work. It also contains many of the terms and definitions used in ISO 9001.
- **ISO 9004** provides guidance on how to achieve sustained success with your quality management system.
- **ISO 19011** gives guidance for performing both internal and external audits to ISO 9001. This will help ensure your quality management system delivers on promise and will prepare you for an external audit, should you decide to seek third-party certification.



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