

WHY DO COMPANIES CHOOSE STANDARDS?

What motivates recruitment companies to become certified in the RCSA Service Delivery Standard (RCSA SDS) or ISO 9001:2008 Quality Management System Standard? This is a question I have been considering over the past few months, trying to discover why leading agencies invest time, effort and expense in developing a Service Delivery Management System (SDMS), something that, at first glance, does not appear to contribute to their bottom line.

In many instances the answer came back; “we do it to make us a better business.”

Developing a management system that helps run our business at a higher level, delivering high quality service consistently, improves our image in the eyes of our clients and candidates, and just as importantly our potential clients and candidates. If someone has a quality experience when coming into contact with our company for the first time, then they will enjoy that experience. If they have another good experience the next time they will be impressed. If they have a good experience each and every time they come into contact with us, no matter who they communicate with, then they will more than likely want to come and join us.

That is what an SDMS gives us: the ability to deliver that high quality service consistently.

As a Service Delivery Management System is made up of individual policies, processes and procedures that define and dictate the way we do things, it is beneficial to include all staff in developing the SDMS at the ground level.

Research over the last 20 years has discovered, surprisingly I know, that our management teams do not know everything!! Just because we are doing something the way we did 5 years ago, doesn't mean it is the best way to do it. Our people may know an alternative method of achieving the same result more efficiently so let's listen to them and include them in the development and ongoing management process.

After all, a commitment to continuous improvement should be part of our SDMS.

Of course not all companies are motivated to adopt a Service Delivery Management System just to make them a better business. Some companies are forced to become certified in a Standard by external pressures such as customer tenders or government regulations.

Then there are those who do it just because they think they have to, to keep up with their competition or to maintain how they are viewed in the market place.

Some AAMRA members for example are being forced to seek certification in the RCSA SDS by the NSW Health Department, who have implemented a set of Standards and Conditions to Recruitment Agencies wanting to supply Locum Doctors.

Then of course there is the story of a well known New Zealand agency that was driven to become certified to compete for a Government tender. The whole company embraced the concept with gusto, and did such a good job that not only did they win that tender but other related departments were so impressed by their service delivery they also offered them the opportunity to quote for work.

What this tells us is no matter what your reasons and motivations for developing and monitoring the performance of your SDMS; the time, effort and expense required is not a luxury as the benefits that investment delivers are well worth it!

If you are thinking of seeking certification or want more information simply contact Dianne at Fathom on +61 3 9667 2495 or go to our website www.fathombusiness.com.au and send through a request.