

ISSA Guidelines on Service Quality

STATEMENT OF PURPOSE (EXAMPLE)

1. *Within the set of ISSA Guidelines to be workshopped, identify the specific areas and the corresponding specific Guidelines that your organization would like the workshop to address.*

I am the head of the Benefits Division of my organization but there is a more senior member of Management who has the overall responsibility on service quality as this relates to the three main services of coverage, contribution collection and the distribution of benefits. My organization does not yet have a service quality framework that addresses these three service areas in an integrated manner. Rather, the current approach is compartmentalized, fragmented and therefore quite inefficient. I would like to get guidance on the basic elements of a service quality framework and what constitutes the main phases of the life cycle of our main products, namely, old-age-survivors-and-disability pensions. I would therefore like the workshop to focus on Guideline 1 “The service quality framework” and Guideline 3 “The product development life cycle” of the *ISSA Guidelines on Service Quality*.

2. *Taking into consideration the standing practices of your organization in the areas and the Guidelines identified above, briefly describe the desired improvements to be implemented or the challenges and gaps to be addressed.*

My organization believes that once we establish an integrated service quality framework and the corollary identification of the life cycle of our main products, then our teams would be able to pay greater attention to the qualitative aspects that accompany the same. This has been so far one of the most important challenges faced by my organization. We have a Service Charter but we are facing difficulties in establishing the individual and team responsibilities. At the same time, the access and use of benchmarking elements has not been possible so far and would allow us to make effective moves and sustainable and robust improvements.

3. *What do you expect to gain from the workshop to help your organization implement these improvements or address these challenges and gaps?*

The workshop would be an excellent opportunity to discuss and exchange both with colleagues from other organizations and with the expert possible solutions to address the challenges faced by my organization. I should like to bring back to my organization new insights and possible solutions to improve the current systems and processes, particularly as it relates to defining departmental and individual responsibilities as well as measuring and benchmarking these to track improvements over time.