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|  |  ISO FORM 1ISO TS/P XXX  |
| **PROPOSAL FOR A NEW FIELD OF TECHNICAL ACTIVITY** |
| **PROPOSER:** | **DATE OF CIRCULATION:** |
| Click or tap here to enter text. | Click or tap to enter a date. |
|  |  | **CLOSING DATE FOR VOTING:** |
|  |  | Click or tap to enter a date. |
| A proposal for a new field of technical activity shall be submitted to the Office of the CEO (to tmb@iso.org), which will process the proposal in accordance with [ISO/IEC Directives, Part 1, Clause 1.5](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top). Furthermore, a proposal will be considered as complete if every information field is complete and follows the guidelines for proposing and justifying a new field of activity given in the [ISO/IEC Directives, Part 1, Annex C](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top).  |
| **Title** **Fundamentals of Services**(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.2](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top))Click or tap here to enter text. |
| **Scope** Standardization of generic and fundamental aspects of services including, but not limited to, terminology, classification, human skills, planning, contracts, agreement, delivery modes, performance, measurements, monitoring, analytics, security, customer expectation and other related aspects of services.Excluded: Standardization covered by ISO/TC 312 - Excellence in Service.(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.3](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top))Click or tap here to enter text. |
| **Purpose and justification** *(Please use the field immediately below or attach an annex.)*The aim of establishment of new Technical Committee (TC) on fundamentals of services is to develop a comprehensive framework addressing the fundamental aspects of services for laying down guidelines on core concept services and service sector. Once this conceptual framework is established it will serve development of sectorial service standards, in turn leading to enhancing quality and efficiency of services across various sectors. This will also help in creating common understanding of services under global level that will helps in increased trade in services and improve competitive positions of organizations as well as nations especially developing nations.Developing common understanding of services at the fundamental level will also help service designers develop focused service delivery models with calibrated features and characteristics matched against pricing, with attended flexibility of incorporating value adds dependent on customer segments, demography, cultures, geography, A major determinant of service delivery and service quality is human behavior which is subject to variability and uncertainty. The proposed suite of standards on fundamentals of services will address risks and opportunities related to human behaviors and organization culture, and recommend strategies for harnessing human capital for business advantages. By integrating these standardized fundamental aspects into service development, service providers can create a strong foundation for delivering quality service, meeting customer expectations, and minimizing the risk of failure. These fundamentals help ensure consistency, reliability, and customer satisfaction, ultimately contributing to the long-term success and sustainability of the service provider.Standardizing service fundamentals is crucial for ensuring consistent delivery of service quality and bridging the gap between service delivery and customer expectations. The absence of universally accepted standards on the fundamentals of services lead to multitude of challenges, including inconsistency in service quality, uncertainty for both service providers and consumers, diverse interpretations of service terms that may confuse or mislead consumers, inadequate service specifications leading to perception gap between what customers expect and what is actually delivered that can result in disputes, dissatisfaction, complaints.Inconsistencies in service quality, uncertainty, diverse approaches, and unclear specifications pose significant challenges for service providers. These difficulties make it hard to consistently meet customer expectations, which may ultimately lead to dissatisfaction, erode trust, and result in service failure. For addressing the service failure, there is a global demand for formulating standards on service fundamentals to ensure consistency and delivering quality of service. Services, as distinct from products, constitute a significant component of businesses and trade. Due to unique characteristics of services such as intangibility, heterogeneity, inseparability, complexity, simultaneity of generation of service request & response, service delivery and consumption, services require a fundamental understanding. These horizontal standards on services aim to help in developing guidelines in expanding the fundamentals understanding and application of these features in domain specific service standards. One of the key beneficiaries of this approach will be service standard writers. The distinct approach of formulation of standards on Service Fundamental helps to have several economic, social and environmental and benefits. The standards developed by the proposed TC will formulate the guidelines standards on fundamental elements of services. The service sector is a dominant driver in the world economy, accounting for a significant portion of GDP and employment in most countries. This includes enhancing the quality of services provided, instilling confidence in customers and leading to repeat business. Such increased customer confidence results in higher customer retention rates, thereby boosting revenue for service providers. Additionally, standardization reduces operational costs by streamlining processes and cutting down resource allocation inefficiencies. This improved efficiency not only lowers costs but also frees up resources to be utilized in other productive areas of the business, ultimately increasing profitability. Moreover, standardized practices promote innovation within the industry, encouraging service providers to develop new and improved service offerings. Finally, a standardized framework facilitates trade by providing a common ground for businesses to interact, negotiate contracts, and deliver services, thereby contributing significantly to the expansion of the global market. It's noteworthy that the service sector has the potential to add trillions of dollars to the global GDP and play a major role in the growth and diversification of the global market landscape.The social benefits can be achieved such as upskilling the workforce of service sector, fair and ethical service practices, equitable access to crucial services regardless of location, socioeconomic background or disability, enhance professionalism and resulting the improved the quality of life of the citizens.(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.13](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top))Click or tap here to enter text. |
| **Proposed initial programme of work** (Please use the field immediately below or attach an annex)Please see the [ISO/IEC Directives, Part 1, Annex C.4.4 and C-4.5](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top))After the proposal is approved, the proposed TC prioritizes the following subjects:1. **Fundamentals of Services – Vocabulary**

The initial step is to identify the distinct terms used in the provision of services and to define the terms cogently to enable common understanding of frequently used terms such as service attribute service, provider service, scope service design, service communication, service delivery interface, service delivery mode, service experience, service response, time service monitoring, interactive voice response (IVR) intelligent virtual assistants (IVA) service contract, service risk, service failure, service non-conformance, service satisfaction score, and so on. 1. **Classification of Services**

The proposed subject for standard formulation is a part of a series of guideline standards to address basic characteristics and associated activities of services. Thereafter, it is essential to develop a comprehensive system of service classification. One of the key purposes the classification is to provide guidance to the service developer understands how each classification parameter impacts the end-to end-service cycle, and the actions needed to control their production and delivery in compliance with agreed or expected performance level on a consistent basis.1. **Service Communications**

Formulating standard on fundamental aspects of service communication streamline operations and improve communication between the parties associated with service delivery. This will improve response times and can avoid service failure due to communication. Service Communication have different phases of communications like pre-phase communication, during service delivery communication and post phase communication with different parties associated during the service delivery cycle, right from the beginning of generation of service request to the delivery of service. These phases of communication would address the following:* **Pre-service Communication:** This includes initial service requests, inquiries, and setting expectations etc.
* **During-service Communication:** This involves updates, clarifications, and ongoing communication throughout service delivery etc.
* **Post-service Communication:** This includes feedback collection, addressing concerns, and follow-up etc.

Formulation framework on fundamentals of service communication would assist whole service sector for better communication within the organization and outside the organization to deliver quality service without service failure.1. **Service Monitoring**

For delivering quality services required comprehensively monitoringall aspects involved including the **pre delivery, during delivery and post-delivery monitoring**. By formulating fundamental service monitoring standards across these stages, we can significantly enhance service quality. The different service sectors, such as business, education, health & fitness, banking & finance, accounting, transport & logistic, tourism, finance, IT services etc. have unique challenges, gap area and potential constraints but also possess valuable best practices. By identified best practices from various sectors will serve as a valuable resource for improvement in service monitoring. By addressing identified gap areas and incorporating best practices from diverse sectors, we can formulate generic and fundamental guidelines for service monitoring. By formulation of standard on fundamental aspects of service monitoring can leads significant progress towards achieving consistent service quality across all service sectors.1. **Human Resources in Services**

Human resources (HR) is one of the fundamental element of service for developing the service to ensure the quality of service delivery and achieve consumer satisfaction. There are several standards have been formulated and are being developed on various aspects of human resources in organizations but currently there are no standards specifically related to human resources in services. The standard on human resources in services relates the common HR functions and processes with the distinctive features of services.1. **Service Contact and Agreements including SLA’s**

The Standard on Service Level Agreements is a critically needed document on a globally. It establishes a clear understanding of service expectations between a service provider and a customer. The standard on this subject helps to manage risks for both parties. It offers valuable guidance for crafting various effective service level agreements. 1. **Service delivery channels – modes of communication**

Service consumer expects different communication channels for service requests and seamless experience across all touchpoints. The standardized service delivery channel improves the overall experience of service consumer.In addition to above, the following subjects will be taken in future for formulation of standards under this committee:1. **Customer expectation, perception measurement methods**
2. **Service performance indicators (WHAT)**
3. **Service quality measurements (HOW)**
4. **Service process risks**
5. **Customer/ data security**
6. **Service – use of ICT**
7. **Template for vertical services standards**

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| **RELATION OF THE PROPOSAL TO EXISTING INERNATIONAL STANDARDS AND ON-GOING STANDARDIZATION WORK** [x]  The proposer has checked whether the proposed scope of the new committee overlaps with the scope of any existing ISO or IEC committee or JTC1 sub-committee[ ]  If an overlap or the potential for overlap is identified, the affected committee has been informed and an agreement has been reached between proposer and committee on 1. modification/restriction of the scope of the proposal to avoid overlapping,
2. potential modification/restriction of the scope of the existing committee to avoid overlapping.

[ ]  If agreement with the existing committee has not been reached, please explain why the proposal should be approved.BIS proposes to set up new technical committee on “Fundamentals of Services”. Currently, there is no technical committee responsible for formulation of standards on fundamentals of services. The scope of proposed committee focused on ‘fundamental of services’ and it excluded the scope of work of ‘**ISO/TC 312 – Excellence in Services’.** **The Scope of ISO/TC is given below:***‘Standardization in the field of excellence in service’***Further, in the proposal submitted at the time of setting up new committee on Excellence (ISO/TC 312), the following was excluded:** 1. *It does not focus on providing basic customer service which organizations should already have in place (refer scope statement of Form 1 of ISO/TC 312)*
2. ISO/TC 312 would be responsible for standardization of mindsets and procedures how to achieve outstanding customer experiences through the provision of excellent services including terminology, principles, elements, metrics, implementation, amongst others.

The above two statements undoubtedly clear that the new proposed technical committee is not overlapping the work of ISO/TC 312 and rather proposed scope of new technical committee exclude the work of ISO/TC 312. Click or tap here to enter text.[ ]  Have proposals on this subject been submitted into an existing committee and rejected? If so, what were the reasons for rejection?Click or tap here to enter text. |
| **LISTING OF RELEVANT DOCUMENTS (SUCH AS STANDARDS AND REGULATIONS) AT INTERNATIONAL, REGIONAL AND NATIONAL LEVEL**(Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.6](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top))

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| **S. No.** | **Doc. No./IS No.** | **Title** |
| **1.** | IS 20000:2024 | Services – Glossary of Terms |
| **2.** | - | Guidelines for Services Classification |

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| **Listing of relevant countries where the subject of the proposal is important to their national commercial interests** (Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.8](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top))1. United States
2. China
3. Japan
4. Germany
5. France
6. United Kingdom
7. India
8. Brazil
9. Italy
10. Canada
11. South Korea
12. Russia
13. Australia
14. Spain
15. Mexico
16. Indonesia
17. Turkey
18. Netherlands
19. Saudi Arabia
20. Switzerland
21. Barbados
22. Belgium
23. Cyprus
24. Finland
25. Ireland
26. Republic of Korea
27. Nigeria
28. Trinidad and Tobago
29. Uganda

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| **Listing of relevant external international organizations or internal parties (other than ISO and/or IEC committees) to be engaged as liasons in this work** (Please see the [ISO/IEC Directives, Part 1, Clause C.4.9](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top))1. ISO/TC 68 – Financial Services
2. ISO/TC 228 – Tourism and Related Services
3. ISO/TC 232 - Education and Learning Services
4. ISO/TC 315- Cold Chain Logistics
5. ISO/TC 314 – Ageing Societies
6. ISO/TC 324 – Sharing Economy
7. ISO/TC 321- Transaction assurance in E-commerce
8. ISO/TC 295 - Audit data services
9. ISO/TC 224- Drinking water supply, wastewater and storm water systems
10. ISO/TC 312 – Excellence in Services
11. ISO TC 331 – Biodiversity
12. ISO/TC 344 – Innovative logistics

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| **Identification and description of relevant affected stakeholder categories** (Please see [ISO Connect](https://connect.iso.org/display/standards/Stakeholders%2Band%2Bliaisons))

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|  | **Benefits /Impacts/Example** |
| **Industry and commerce – large industry** | * Standards on Fundamentals of services streamline the processes and practices at the core level of service development that results improved service quality and efficiency.
* After the adoption of standards on fundamentals of services by industries in their practices reduces errors, rework, and wastage of time leading to significant increase in the productivity of businesses.
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| **Industry and commerce – SMEs** | **Same as large industries** |
| **Government** | * For the formulation of policies & regulations on service sector, Government can refer the standards of proposed committee.
* Facilitation of trade
 |
| **Consumers** | * Improves service quality and safety for consumers.
* Value for money for consumers
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| **Labour** | * Improves work life balance
* Improves happiness index of employees/staff.
* Employee/staff motivation and engagement.
* Employee career development
* Improves Learning & Development of staff
* Improves working environment
 |
| **Academic and research bodies** | * Standards on fundamentals of services has a potential to open the doors to future research opportunities. The fundamental standards on services provide opportunity to researchers to develop tools and software’s for the implementing these standards across various service sectors.
* The suite of fundamentals of services standards introduces new dimensions to global academic community.
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| **Standards application businesses** | * Implementation of standards
 |
| **Non-governmental organizations** | * NGOs to maximize their impact and services delivery more effectively.
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| **Other (please specify) Standard Development Organisation (SDO)** | Service sector standard development organizations can reference horizontal standards on services for the development of vertical service sector standards. |
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| **Expression of leadership commitment from the proposer** (Please see the [ISO/IEC Directives, Part 1, Annex C, Clause C.4.12](https://www.iso.org/resources/publicly-available-resources.html?t=712usHn2eATZXjtj0c3FIJ16gvWZXP-_fykOV8H1WAolmA84oAGBwILzOVFUEc46&view=documents#section-isodocuments-top))If ISO agrees to establish this Committee on ‘Fundamentals of Services’, BIS, India is willing to undertake the responsibility of the work of Secretariat. BIS has strong foundation, having initiated development of standards on ‘Fundamental of Services’ 03 years ago in National Committee on Basic Standards on Services Sectional Committee, SSD 19.BIS has published one standard on ‘Terminology of Services’ and development of Indian standards on the following subjects are under progress: 1. Guidelines of Service Classification
2. Guidelines of Service Communication
3. Guidelines for service monitoring
4. Human Resources in services

The Sectional Committee, SSD 19, comprises stakeholders from various sectors including Academia, Ministries/Departments, Consumer Organizations, Industries and their associations, Technologists, Experts, Regulatory Bodies, State Governments, and R&D Organizations. They are actively involved in formulating standards on fundamentals of services. About 60 national experts have dedicated more than 1000 man-hours to laying the foundation work for the development of standards on the fundamentals of services. BIS, India, possesses a knowledge base and domain area experts for each of the identified subject for the proposed new Committee.BIS possesses the necessary experience and resources to effectively manage the TC. |
| [x]  **The proposer confirms that this proposal has been drafted in compliance with iso/iec directives, part 1, annex c** |
| **Signature of the proposer**BIS, INDIA |
| **COMMENTS OF THE ISO CENTRAL OFFICE** (if any) |
| Click or tap here to enter text. |