ISO 9001:2015
TECHNICAL GUIDE
Successful companies are driven to deliver quality, from the way they operate to the customer service standards they establish, and the products they manufacture and sell. A commitment to quality will improve brand equity and image and ensure you are better equipped to create new opportunities in an increasingly competitive global marketplace.

The purpose of ISO 9001:2015 is to help you develop a robust Quality Management System in order to be able to respond to evolving quality requirements in line with changing social, economic and environmental expectations. The ISO 9001:2015 standard offers flexibility, enabling you to design your own quality management system around your specific products, customer needs and risks.

With the ISO 9001:2015 standard, you will demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements.

"ISO 9001:2015 provides a comprehensive model for managing your business processes and performance and improving customer satisfaction. By focusing the attention of everyone in the organization on risk, you influence your employees' behavior, increasing awareness and reducing failures."
Why certify to
**ISO 9001:2015**?

Certification to the **ISO 9001 Quality Management System** standard ensures that your business meets consumer and legal requirements, and has a number of additional advantages:

- Continuously improve performance
- Implement streamlined processes and optimize operational efficiency
- Ensure you are making the right decisions for your organization
- Exceed customer expectations

**CLAUSE-BY-CLAUSE ANALYSIS**

Use of a common High-Level Structure across a number of ISO standards make it easier for you to adopt an integrated approach to management of business risks including Quality, Health & Safety and Environmental Management.

**CLAUSE 1 | SCOPE**

ISO 9001:2015 is **applicable to any organization**, regardless of its size, type or the products or services it provides. All the requirements of the standard for a Quality Management System take into account factors like the context in which an organization operates and the needs and expectations of its stakeholders.

ISO 9001:2015 is applicable to any organization that needs to demonstrate its ability to consistently provide products and services that meet customer expectations and comply with legal requirements.

**CLAUSE 2 | NORMATIVE REFERENCES**

This clause designates ISO 9000:2015, **Quality management systems — Fundamentals and vocabulary** as a normative reference. This means that ISO 9000:2015, **Quality management systems — Fundamentals and vocabulary** is essential to the proper understanding and implementation of ISO 9001:2015.
Analyzing the context of the organization requires managers to consider the organization’s strengths and weaknesses, and the opportunities and threats it faces. Outputs are used as one of the primary inputs to your quality management system.

CLAUSE 4 | CONTEXT OF THE ORGANIZATION

Chapter 4 Context explains the requirements for an organization to identify the issues and requirements that could impact the design of the Quality Management System, and can be used to develop the system. This exercise includes identifying relevant stakeholders and determining their requirements to ensure that goods and services meet external bodies’ needs and expectations. The organization’s senior management must be directly and actively involved in the shaping of its mission and vision and consider both the internal and external factors, changes and trends, relationships, stakeholders’ perceptions and values, strategic priorities and resource availability, as well as any other issues that could have an impact on the organization’s ability to achieve its objectives. They must take into account changes and trends, relationships, stakeholders’ perceptions and values, strategic priorities and resource availability, as well as any other issues that could have an impact on the organization’s ability to achieve its objectives.

The “context” of the organization is the business environment in which it operates. Understanding the external context requires considering legal, technological, competitive, market, cultural, social and economic factors, whether international, national, regional or local.

In order to understand the internal context, organizations must consider issues related to the values, culture, knowledge and performance of the company.

Clause 4 also explains how to determine the scope of the Quality Management System and what factors need to be considered, as well as the importance of establishing processes that maintain and improve a Quality Management System.
Top management play an integral role in ISO 9001:2015. Indeed, the success of the quality management system depends on their engagement and leadership.

In order to remain competitive and compliant with regulations, companies must undertake changes in a systematic manner by considering a number of factors:

- Potential consequences of changes
- Integrity of the Quality Management System
- Availability of resources
- Allocation and reallocation of responsibilities and authority

**CLAUSE 5 | LEADERSHIP**

The implementation of a Quality Management System requires proactive leadership and the involvement of top management in integrating Quality Management System requirements into its business processes and identifying risks that might affect the conformity of products and services or customer satisfaction. The quality policy must include a commitment to improving all relevant aspects of the Quality Management System—not just its effectiveness—and must provide a framework (i.e. a process) for setting quality objectives.

**TOP MANAGEMENT MUST BE ACTIVELY ENGAGED IN THE:**

- Shaping of mission, vision and strategic priorities
- Determination of the company’s organizational context
- Implementation and maintenance of the Quality Management System
- Communication of the Quality Management System throughout the organization
- Evaluation of changes and trends
- Continuous improvement of the Quality Management System
- Assessment of stakeholder relationships, perceptions and priorities
- Securing of appropriate resources

**CLAUSE 6 | PLANNING**

This clause explains how to address risks and opportunities, set quality objectives and plan actions. Procedures for addressing risks and opportunities must be a fundamental element of the Quality Management System and should be proportionate to potential impact on the conformity of organization’s products and services. The organization must also establish and document SMART objectives for all relevant processes and levels.

**CLAUSE 7 | SUPPORT**

Resource management is covered in the Support clause. The organization must provide the necessary manpower for the effective execution of the Quality Management System and its processes. The company must also consider how its needs might evolve and what this might mean for human resource management (i.e. professional training, employee evaluation). It also explicitly states that all organizations must take work environment considerations into account in their Quality Management System.

**CLAUSE 8 | OPERATION**

Clause 8 discusses the importance of developing a process-oriented approach to delivering products and services that meet customer requirements. It explains how these standards need to be determined, communicated, documented and continuously reviewed. An emphasis is placed on the design and development of products and services as well as on the importance of controlling external processes, products and services.
The ISO 9001:2015 standard has a strong focus on risk management. As such, it can be used to increase employees’ awareness of risk and help create a culture of prevention and risk management.

It is important to note that customers’ perception of the degree to which requirements have been met as well as their opinions of the organization and its products and services must be monitored. Analysis and evaluation techniques are listed in detail.

The clause also explains the necessity of conducting internal audits and management reviews in order to ensure the compliance and sustainability of the Quality Management System.

**CLAUSE 10 | IMPROVEMENT**

Organizations should continuously identify opportunities for improvement of their products and services in order to minimize non-conformities and improve customer satisfaction. The clause explains how to deal with non-conformities and encourages continual improvement.

**THE CERTIFICATION PROCESS**

01. Train your core team (CEO, Quality Managers, Internal Auditors, etc.)

02. Adapt your management processes to make them compliant

03. Integrate parts of other management systems, design processes and produce documentation

04. Monitor processes and analyze KPIs. React accordingly

05. Achieve ISO 9001:2015 certification

The certification process takes from 6 to 18 months.
What benefits will ISO 9001:2015 bring to your organization?

**CUSTOMER SATISFACTION**
- You will ensure the delivery of high-quality products and services.
- You will ensure long-lasting customer satisfaction due to improved risk-management.
- It better equips you to meet the needs of your customers and other interested parties.

**CONTINUAL IMPROVEMENT**
- You will create a culture of continual improvement.
- It allows all types of businesses and sectors to better benefit from ISO 9001.
- HLS makes it easier for you to integrate more than one standard into your management system.

**IMPROVED STAKEHOLDER ENGAGEMENT**
- You will have freedom to develop your own way of addressing the requirements of the standard.
- You will establish sustainable relationships with all relevant stakeholders.

**ORGANIZATIONAL EFFICIENCY**
- The creation of a knowledge database will optimize the internal exchange of company-owned knowledge.
- The Quality Management System will be carefully tailored to the specificities of your organization.
- The Quality Management System will be implemented due to active involvement of your employees and stakeholders.

**A FLEXIBLE APPROACH**
- It will increase employee motivation and engagement.
- It will enable you to make better, more timely decisions based on relevant, pertinent information.

**BETTER RISK MANAGEMENT**
- You will limit the risks arising from processes.
- It will enable you to make better, more timely decisions based on relevant, pertinent information.
- There will be more emphasis on processes than on documentation.

**STAKEHOLDER ENGAGEMENT**
- You will establish sustainable relationships with all relevant stakeholders.
- Responsibility for quality issues will be shared among many employees.

**QUALITY MANAGEMENT**
- Quality Management will be at the heart of business governance.
- Anticipation of future and current stakeholder needs will allow you to quickly identify business opportunities.
- Responsibility for quality issues will be shared among many employees.

**ADAPTABILITY**
- The Quality Management System will be closely aligned with the Core Business Processes to implementation.

**STAKEHOLDER ENGAGEMENT**
- Clients’ confidence in your products and services will be strengthened.
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**IMPLEMENTATION**
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HOW BUREAU VERITAS CAN SUPPORT YOU IN YOUR CERTIFICATION

Bureau Veritas is committed to helping your organization achieve its objectives. For this reason, we want to become your expert partner in Management Systems training. In order to better adapt to your unique needs, we have created a highly flexible training system accessible everywhere and on all platforms. Thanks to our 24/7 online system, you can manage your training experience on your own time.

With our “ISO 9001:2015 In-Depth” e-learning course, you will discover the clauses, sections, terms, definitions, requirements and High Level Structure of ISO 9001:2015. The High Level Structure (HLS), which always consists of ten core clauses is a standardized way of presenting ISO management system standards. This course explains your company’s Quality Management obligations and responsibilities. The overview of the standard provided in this course will equip you with the necessary skills to start designing a Quality Management System in your organization.