Secretariat of ISO/TC 176/SC 2   Date: 29 July 2011

**To the Members of
ISO/TC 176/SC 2 -
Quality Management and
Quality Assurance/
Quality Systems**

ISO 9000 User Survey Report

1. INTRODUCTION:

During its February 2009 meeting in Tokyo, Japan, ISO/TC176/SC2 (ISO's Technical Committee 176, Sub Committee 2 for Quality Systems), identified the need to conduct a world-wide survey of the users and potential users of its standards.

The objective of the survey was to better understand current and future customer needs for ISO 9001 and ISO 9004 and to ensure their relevance into the future. A team was established and preparatory work began in July 2009. An online survey was launched in October 2010 and responses were accepted until the end of February 2011.

2. OBJECTIVE:

The output of the survey is intended primarily for use by ISO/TC 176/SC 2/SPOTG (Strategic Planning and Operations Task Group) in the planning process and in establishing strategic direction for the future of SC2's Standards.

3. PROCESS:

The process for preparation and deployment of the survey included:
- Identification of a wide range of users and potential users for survey deployment
- Development of a suite of 14 question categories
- Utilization of a user friendly web-based tool ("Survey Monkey") for data collection
- Incorporation of the four generic product categories applicable to ISO 9001:2008 (Hardware, Software, Processed Materials and Services)
- Translation of the survey into 11 languages for ease of use and to meet the needs of the users and potential users
- Deployment of a pilot survey to validate the process (149 responses)
- Communication and promotion of the survey through website links, articles, e-mail, etc.
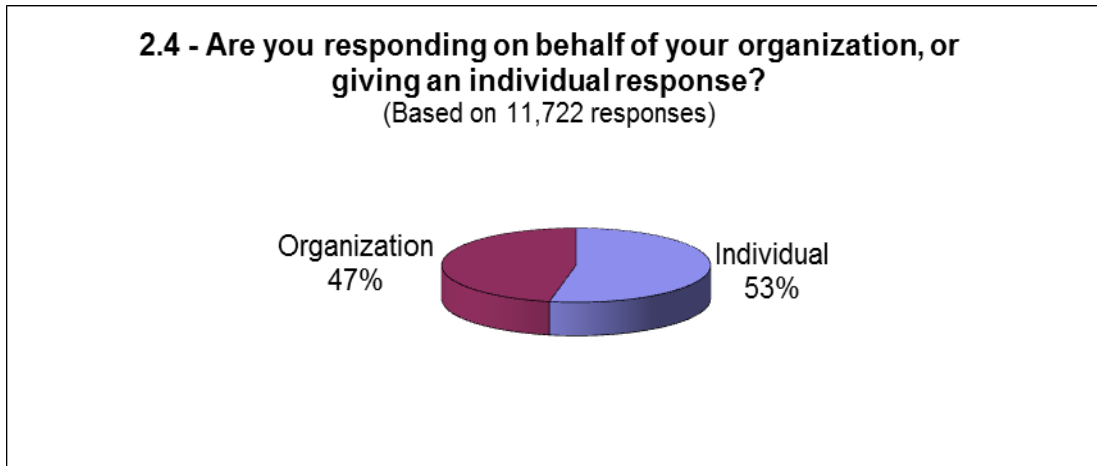
4. RESULTS SUMMARY:

When analyzing the results, it is important to remember that these represent responses from organizations and individuals who were aware of the survey, and willing to provide their inputs. The survey was not intended to be a representative statistical sample of all interested parties worldwide. Note that not all respondents responded to every question on the survey. The number of respondents is mentioned on the charts for each specific item.
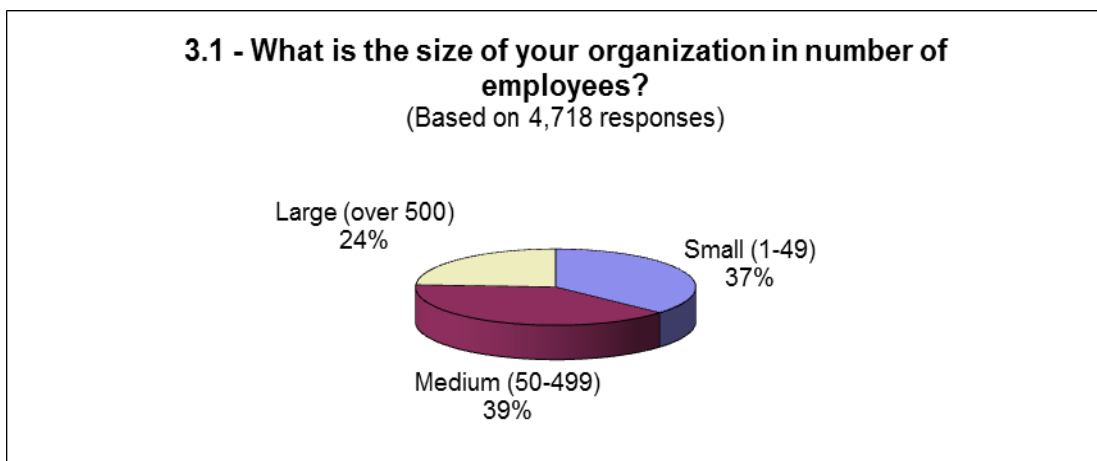
The survey results were based on the following:

4.1 Number of responses

A total of 11,722 survey responses were received from 122 countries

4.2 Organizations/Individuals

2.4 - Are you responding on behalf of your organization, or giving an individual response?
(Based on 11,722 responses)

Organization 47%

Individual 53%

4.3 Small/Medium/Large Organizations

3.1 - What is the size of your organization in number of employees?
(Based on 4,718 responses)

Large (over 500) 24%

Small (1-49) 37%

Medium (50-499) 39%

4.4 Product Categories

3.3 - What is your Generic Product Category?
(Based on 5,754 responses)

Software 7%

Hardware 31%

Services 43%

Processed materials 19%

4.5 Current use of ISO 9001

6.1 - Describe your current use of ISO 9001
(Based on 9,426 responses)

Not a Current User 5%

Previously Certified User 6%

Non-certified User 13%

3rd Party Certified User 76%

5. SIGNIFICANT POINTS:

5.1 Factors influencing ISO 9001 certification:
Customer satisfaction is the primary reason for ISO 9001 certification.

10.5 – Which of these factors influence your organization in ISO 9001 certification ?
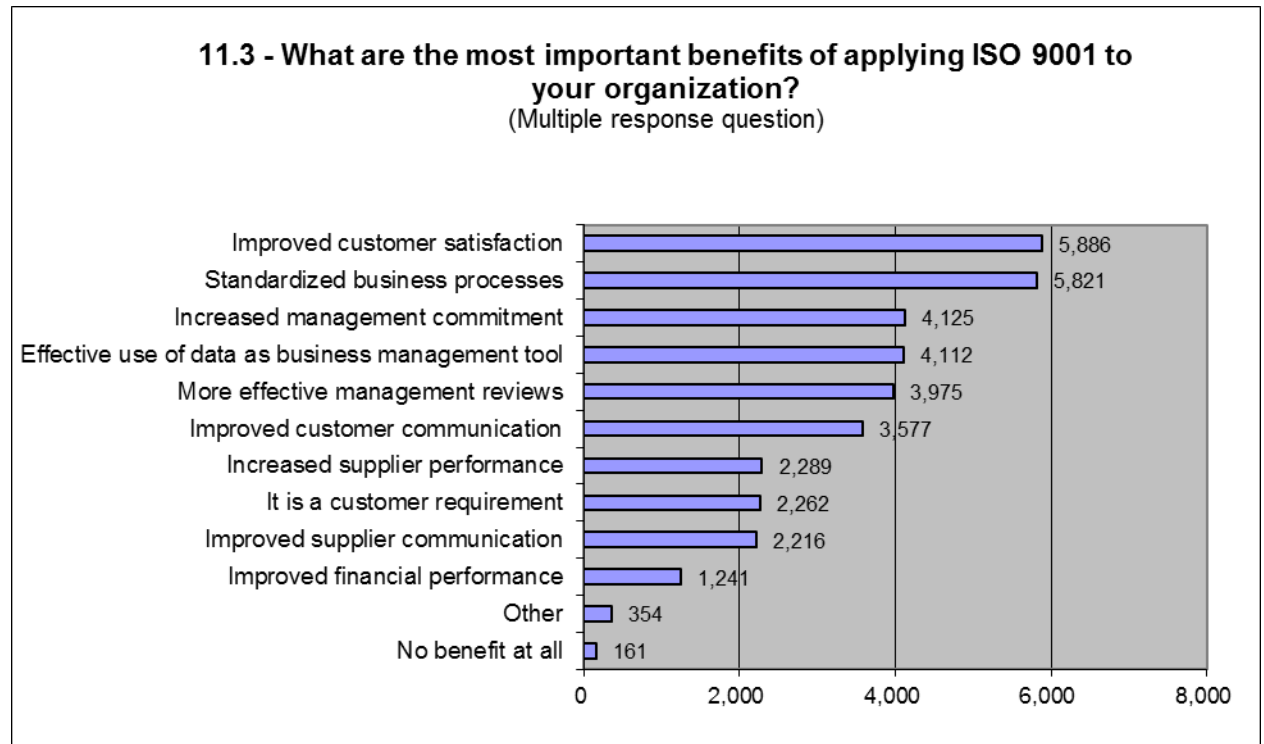(Multiple response question)

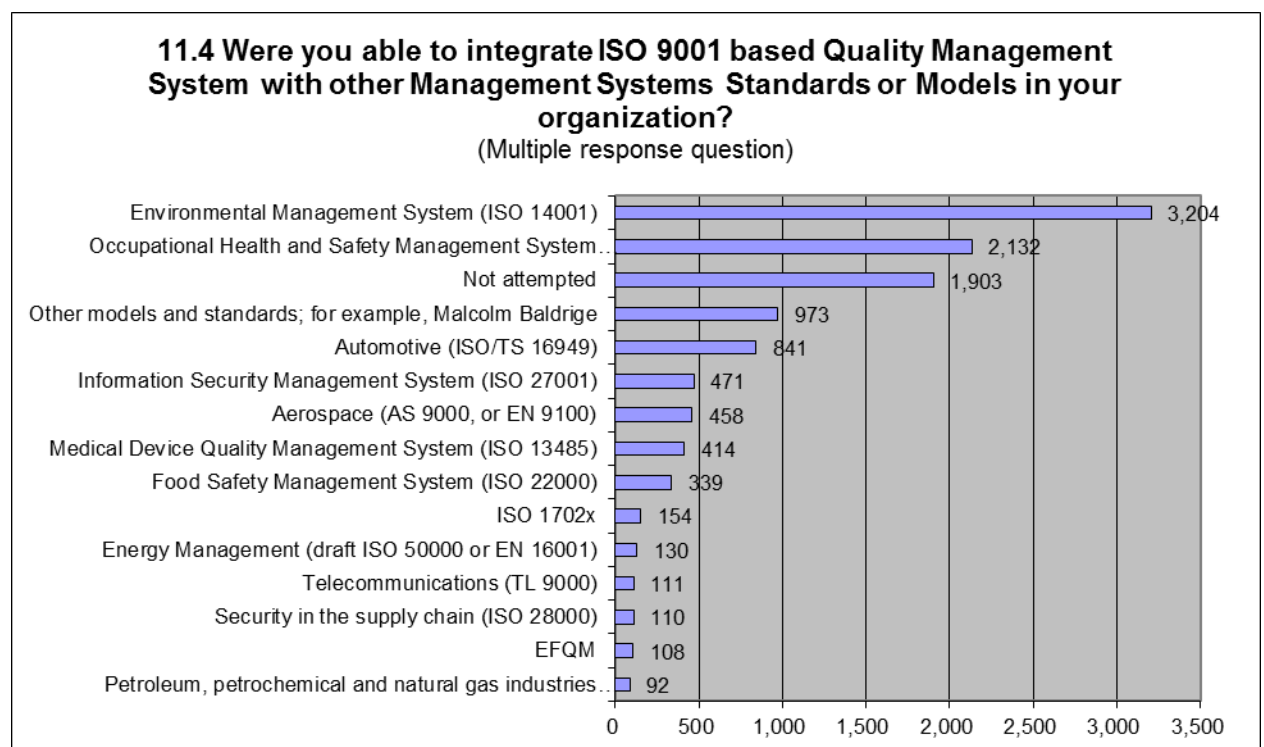| Factor	Value
Customer satisfaction	4,222
Market need	3,689
Mandated customer requirement	3,290
Self declared conformance	2,272
Other	560
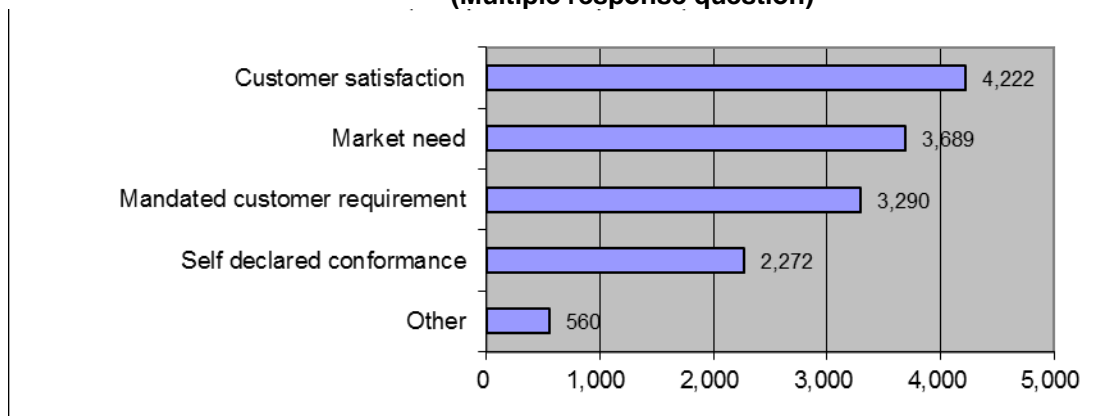
5.2 Most important benefits of applying ISO 9001:
Improved customer satisfaction and standardized business processes are the most important benefits of ISO 9001.

11.3 - What are the most important benefits of applying ISO 9001 to your organization?
(Multiple response question)

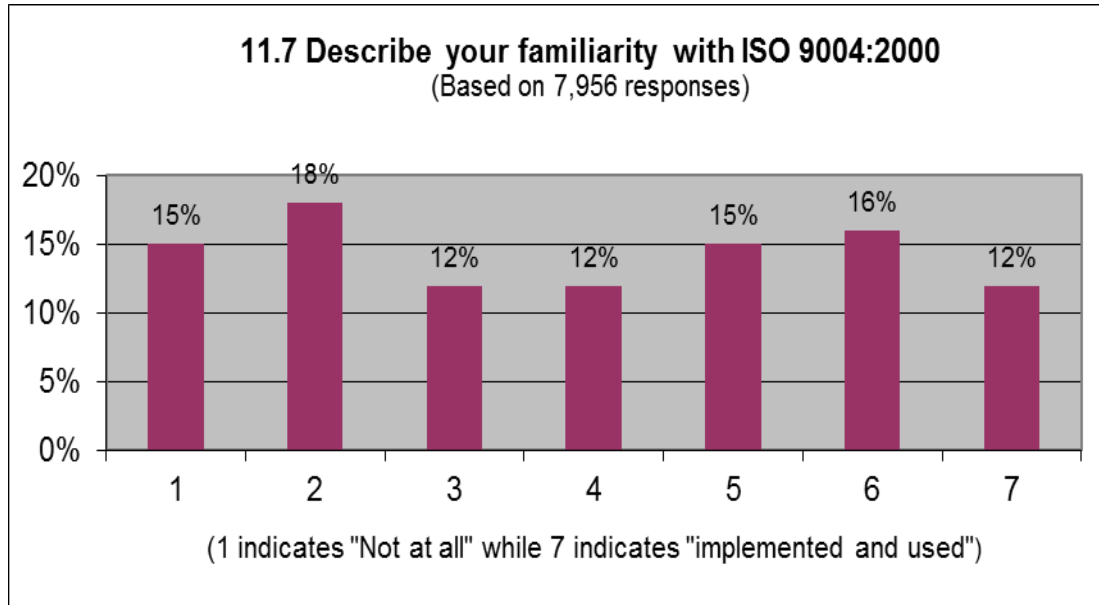| Benefit	Value
Improved customer satisfaction	5,886
Standardized business processes	5,821
Increased management commitment	4,125
Effective use of data as business management tool	4,112
More effective management reviews	3,975
Improved customer communication	3,577
Increased supplier performance	2,289
It is a customer requirement	2,262
Improved supplier communication	2,216
Improved financial performance	1,241
Other	354
No benefit at all	161

5.3 Ability to integrate ISO 9001 based QMS with other Management Systems Standards or Models:
3,204 respondents were able to integrate ISO 9001 based QMS with ISO 14001,
2,132 with OHSAS 18001, and 973 with other models and standards.

11.4 Were you able to integrate ISO 9001 based Quality Management System with other Management Systems Standards or Models in your organization?
(Multiple response question)

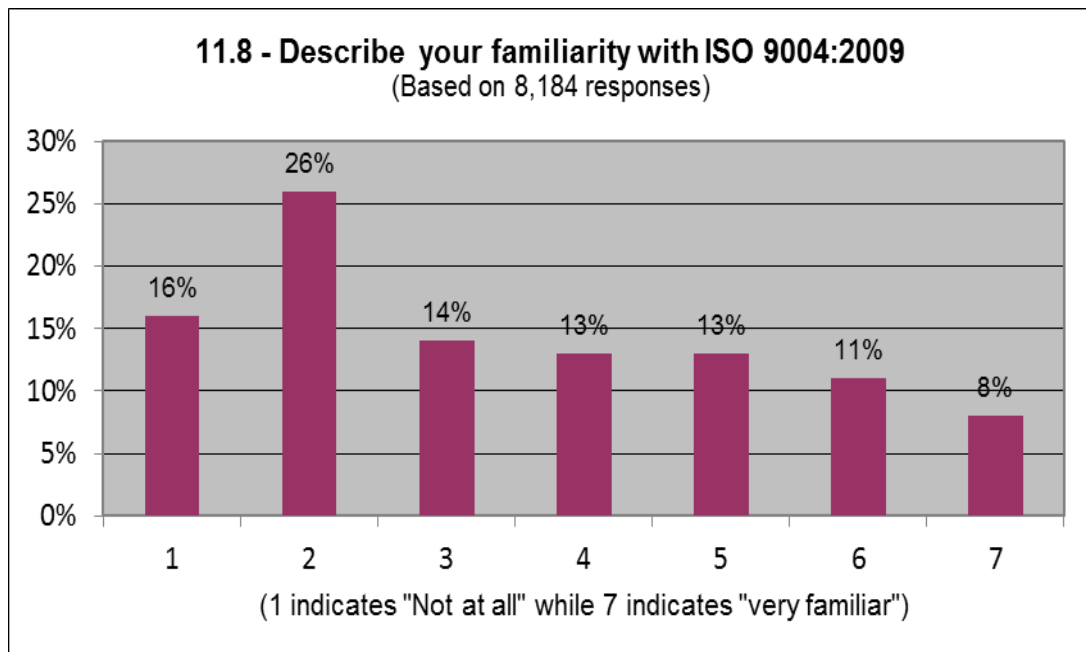| System	Value
Environmental Management System (ISO 14001)	3,204
Occupational Health and Safety Management System...	2,132
Not attempted	1,903
Other models and standards; for example, Malcolm Baldrige	973
Automotive (ISO/TS 16949)	841
Information Security Management System (ISO 27001)	471
Aerospace (AS 9000, or EN 9100)	458
Medical Device Quality Management System (ISO 13485)	414
Food Safety Management System (ISO 22000)	339
ISO 1702x	154
Energy Management (draft ISO 50000 or EN 16001)	130
Telecommunications (TL 9000)	111
Security in the supply chain (ISO 28000)	110
EFQM	108
Petroleum, petrochemical and natural gas industries...	92

5.4 Familiarity with ISO 9004:2000:
45% respondents described low familiarity with ISO 9004:2000 (the old version of ISO 9004 that was superseded in 2009).
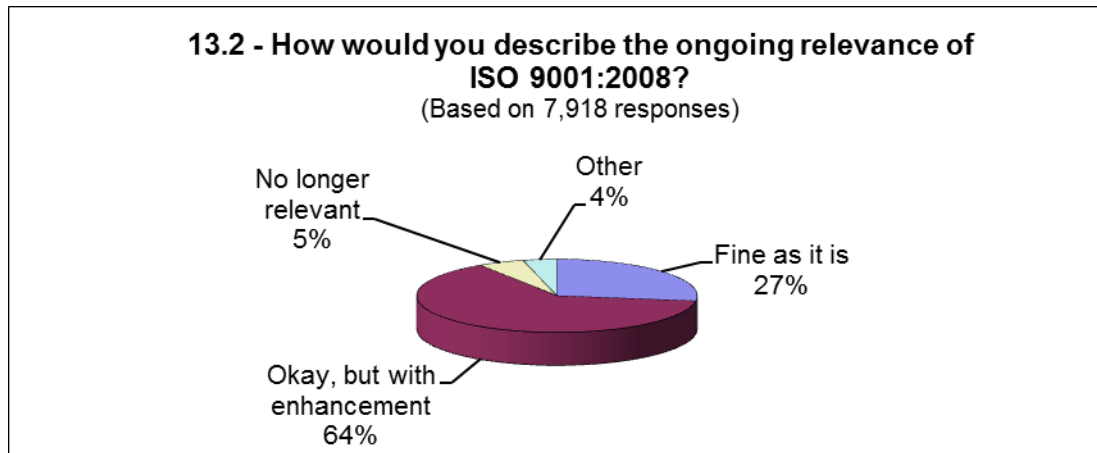

11.7 Describe your familiarity with ISO 9004:2000
(Based on 7,956 responses)

(1 indicates "Not at all" while 7 indicates "implemented and used")

5.5 Familiarity with ISO 9004:2009:
56% respondents described low familiarity with ISO 9004:2009.

11.8 - Describe your familiarity with ISO 9004:2009
(Based on 8,184 responses)

(1 indicates "Not at all" while 7 indicates "very familiar")

ISO/TC 176/SC 2/N1017
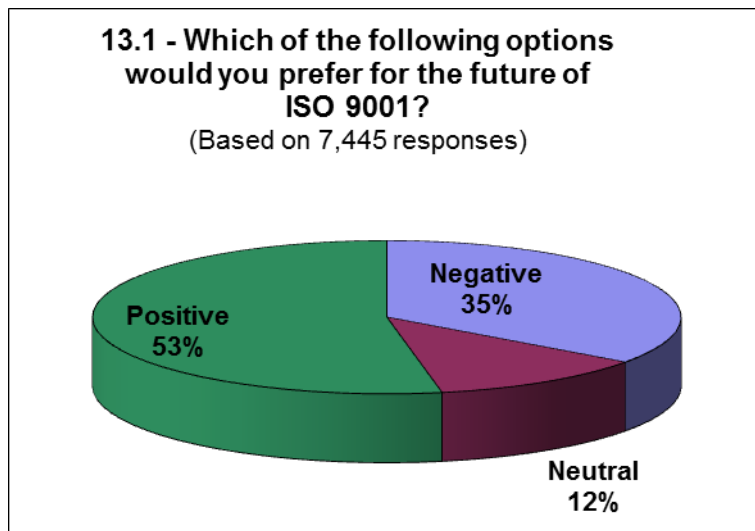
5.6 Ongoing relevance of ISO 9001:2008:
64% of respondents consider ISO 9001:2008 will be "okay, but with enhancement" and 27% consider it will be fine as it is. 5% considered the standard to be 'no longer relevant'.

13.2 - How would you describe the ongoing relevance of ISO 9001:2008?
(Based on 7,918 responses)

- Other 4%
- No longer relevant 5%
- Fine as it is 27%
- Okay, but with enhancement 64%

5.7 Options preferred for the future of ISO 9001:
Of the strategic options that were provided as possible alternatives
- no single option has more than 53% positive responses
- the most popular options (B, G, A & F) all involve a single requirement standard
- the least popular options (C, E & D) involve multiple requirement documents

13.1 - Which of the following options would you prefer for the future of ISO 9001?
(Based on 7,445 responses)

- Positive 53%
- Negative 35%
- Neutral 12%

Option B – Revision of ISO 9001 – based on the suggestions for change given in this survey, produce one revised ISO 9001 standard, where all requirements remain equally mandatory.

The most popular option shows some correlation with 5.6 above.

ISO/TC 176/SC 2/N1017

13.1 - Which of the following options would you prefer for the future of ISO 9001?
(Based on 7,348 responses)

Positive 44%
Negative 47%
Neutral 9%
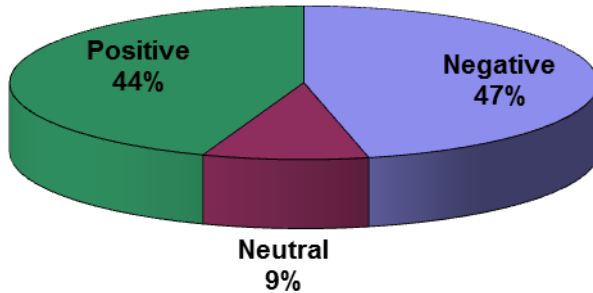
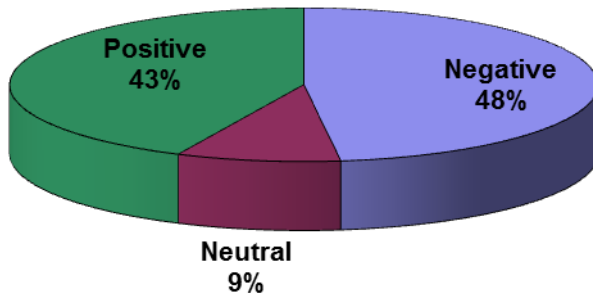**Option G** - Replace ISO 9001:2008 with a single standard including a full range of higher, middle and lower sets of requirements, with points-based maturity assessment.

**13.1 - Which of the following options would you prefer for the future of ISO 9001?**
(Based on 7,552 responses)

Positive 43%
Negative 48%
Neutral 9%

Option A - Leave ISO 9001 unchanged – re-confirm "as-is" for a future five years (to approximately 2018).

13.1 - Which of the following options would you prefer for the future of ISO 9001?
(Based on 7,418 responses)

Positive 41%
Negative 49%
Neutral 10%
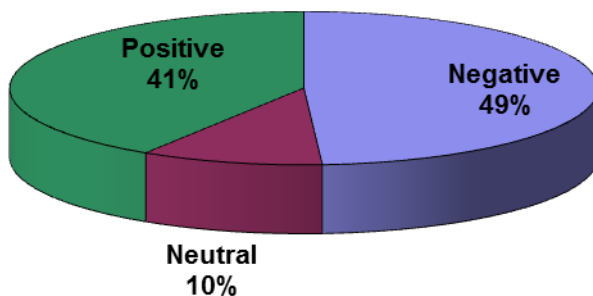
Option F - Replace ISO 9001:2008 with a single standard, that would include a much broader range of higher and lower sets of requirements, allowing organizations a greater choice depending on risk and criticality associated with the organization's products.

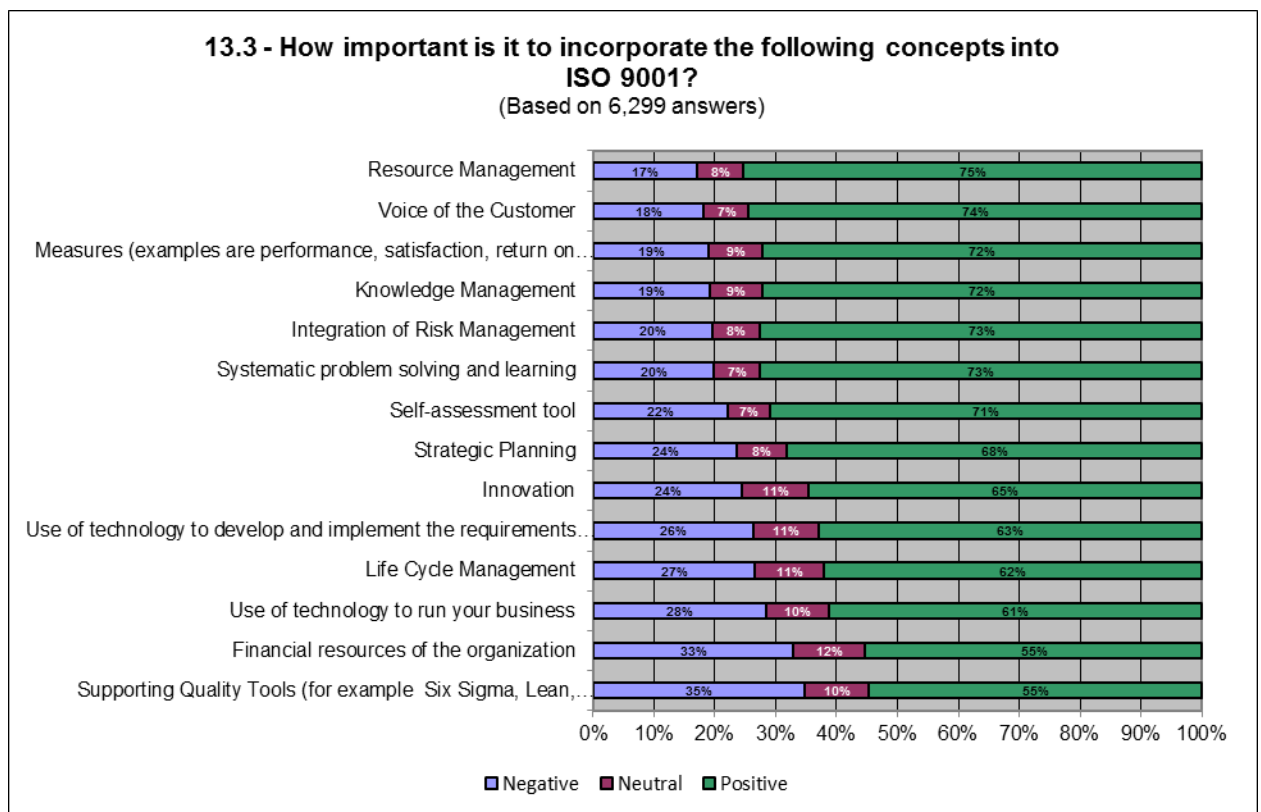**Options C, D and E** – all three options had over 65% negative responses.

- **Option C** - Leave ISO 9001:2008 unchanged but also develop another standard with an enhanced (higher level) set of Quality Management System requirements for sustained success that can be used for

certification/registration.

- **Option D** - Leave ISO 9001:2008 unchanged but also develop another standard with a reduced (lighter version) set of requirements that can be used for certification/registration of organizations providing low-risk products.

- **Option E** - Replace ISO 9001:2008 with a series of three documents (Quality Management System 1, Quality Management System 2, Quality Management System 3) with higher, middle and lower set of requirements that can be used for certification/registration depending on the risk and criticality associated with the organization's products.

5.8 The importance of incorporating further concepts into ISO 9001:
There is positive support (between 75% and 55%) for incorporating the following concepts into ISO 9001.

13.3 - How important is it to incorporate the following concepts into ISO 9001?
(Based on 6,299 answers)

Concept	Negative	Neutral	Positive
Resource Management	17%	8%	75%
Voice of the Customer	18%	7%	74%
Measures (examples are performance, satisfaction, return on...	19%	9%	72%
Knowledge Management	19%	9%	72%
Integration of Risk Management	20%	8%	73%
Systematic problem solving and learning	20%	7%	73%
Self-assessment tool	22%	7%	71%
Strategic Planning	24%	8%	68%
Innovation	24%	11%	65%
Use of technology to develop and implement the requirements...	26%	11%	63%
Life Cycle Management	27%	11%	62%
Use of technology to run your business	28%	10%	61%
Financial resources of the organization	33%	12%	55%
Supporting Quality Tools (for example Six Sigma, Lean,...	35%	10%	55%

6. MAJOR POINT:

The survey responses indicate that ISO 9001 is a good document that is relevant for the future, with some enhancement (see 5.4 and 5.5 above). Comments made by respondents also suggest major changes are not required, but there are improvements that could be made, and special attention should be given to ensure the correct application of the standard.

7. NEXT STEPS:

- The survey results will be a significant input for the ISO/TC 176/SC 2 members during the Systematic Review process to determine whether a change to ISO 9001:2008 is required.

- If the Systematic Review indicates the need for a revision to ISO 9001, the detailed results of the survey will provide inputs into the development of a design specification.

We would now like to offer our thanks to those who provided their responses, and also to those who worked on the survey development, translation, and data analysis.

Yours sincerely

Charles Corrie   Steve Elvin
For the BSI Secretariat of   Convener
ISO/TC 176/SC 2   ISO/TC 176/SC 2
                                            Task Group User Survey