

Summary Results from ISO 9000 Survey 2010

The respondents

Survey conducted July and August 2010.

250 people responded out of mailing of 15,000, 8000 of whom were members of CQI

Analysis carried out at 150 replies then later at 200 – the results remained relatively unchanged at 250

Use of ISO 9000 series of standards

46% use them to develop and demonstrate capability

20% use them to obtain an assurance of quality

18% use them use them as a consultant

11% use them as a third party auditor

6% consult them as students or out of interest

And their registration to 9001

Scope covered all functions	70%
Customers using it to obtain an assurance of quality	89% of
Suppliers using it to develop and demonstrate capability	95%
Third party auditors who work in organizations	53%
Registered to ISO 9001	
Consultants who work in organizations registered to ISO 9001	75%

And the key sectors

Engineering	60%
Business Support Services	24%
Construction	22%

How would you describe a management system

The way we manage the business	81%
A description of how we satisfy ISO 9001	14%

Have you read.....?

ISO 9000	88% yes
ISO 9001	99% yes
ISO 9004	61% yes

And the main reason for reading

ISO 9000
ISO 9001
ISO 9004

- with only 15% indicating to help with 9001

54% to help design....
68% to design
44% learning



How helpful (ISO 9000)

In the development	87% (helpful/very helpful)
In understanding ISO 9001 requirements	90% (helpful/very helpful)
Providing an understanding of a QMS	76% (helpful/very helpful)
In explaining a QMS to people	76% (helpful/very helpful)
Was the vocabulary in enabling development of a QMS	72% (helpful/very helpful)

How useful (ISO 9001)

In the development	93% (helpful/very helpful)
Would you use it were not for a customer requirement	80% Yes
In enabling your organisation to manage a QMS	82% (helpful/very helpful)
How easily understood in the service sector (all)	6% (very easily/easily)
How easily understood in the service sector (service)	6% (very easily/easily)

How useful (ISO 9004)

In the development	69% (helpful/very helpful)
Understanding the issues surrounding sustained success	69% (helpful/very helpful)
Formulating policy on sustained success	54% (helpful/very helpful)
Has your organisation used the self assessment guide?	27% Yes
Out of the Total –	
Has your organisation used the self assessment guide?	9% Yes

How you rate the performance of your organisation over recent years?

All respondents	90% (significant/some improvement)
Auditors	64% (significant/some improvement)
Consultants	100% (significant/some improvement)

Contribution

To what extent has ISO 9001 contributed	84% (greatest/moderate /some impact)
Improved eligibility to bid for contracts	54% (significant improvement)
Reduced 2 nd party audits	46% (reduced or eliminated) –
Eliminated	5%
Do you require suppliers to comply?	16%, All suppliers
	54% critical suppliers
	28%do not require any
How much has conformity given you confidence	8% Greatest impact

in your suppliers,

66% some impact,
23% no impact



ISO 9001 & culture

Quality is now at the heart of the organisation
There is an unnecessary layer of bureaucracy
It hinders the development of Quality Culture in the UK

66% (strongly agree/agree)
74% (strongly disagree/disagree)
75% (strongly disagree/disagree)

Other benefits

Increased customer satisfaction	56%
Reduced defects/variation	58%
Reduced waste	43%
Opened new markets	36%

Improvement

This standard serves no useful purpose

ISO 9000	81% (disagree/strongly disagree)
ISO 9001	94% (disagree/strongly disagree)
ISO 9004	75% (disagree/strongly disagree)

This standard is used by my organisation

ISO 9000	61%
ISO 9001	95%
ISO 9004	38%

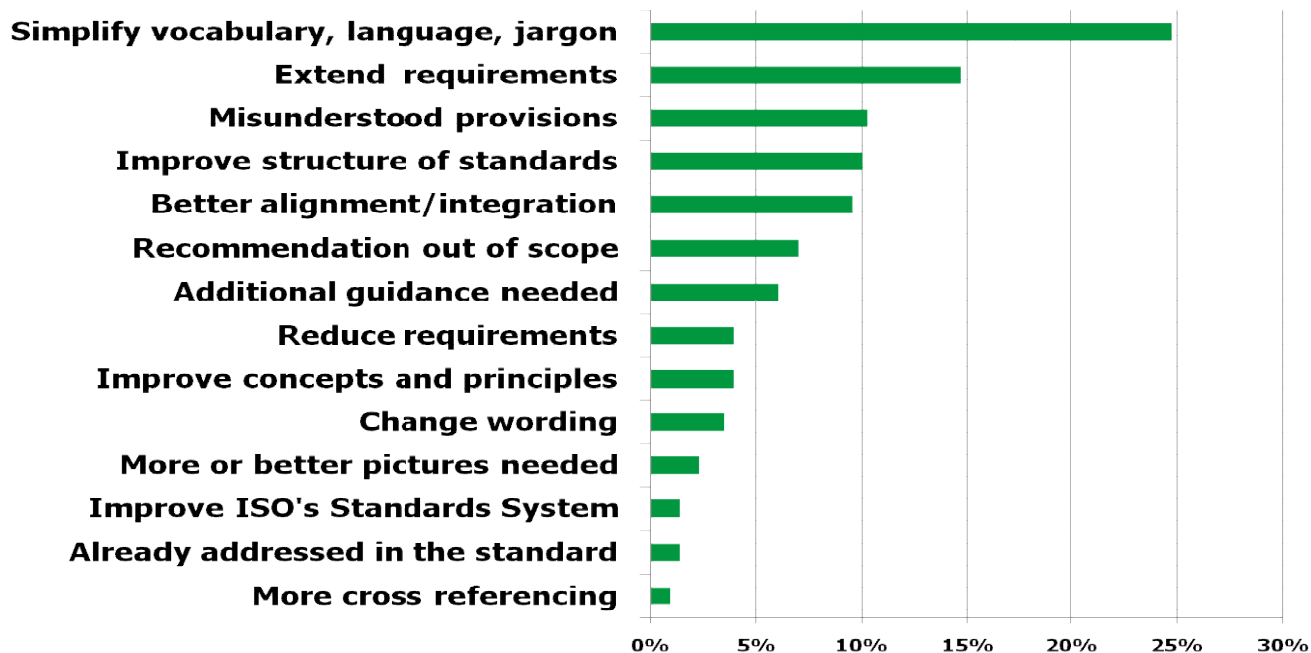
This standard does not require any changes

ISO 9000	62% (agree)
ISO 9001	42% (agree)
ISO 9004	61% (agree)

Would you be more likely to use 9004 if
it were a guide to the development of a QMS?

51% said yes

Recommendations for improvement



Pareto of sub categories

Sub cat	Description	Count	%	Acc %
J2	Various extensions to requirements	45	10.51%	10.51%
K	Misunderstood provisions	44	10.28%	20.79%
A2	More user friendly	27	6.31%	27.10%
C1	Better alignment with other MS standards	27	6.31%	33.41%
A3	More relevant to industries other than manufacturing	26	6.07%	39.49%
A1	Clearer explanation of definitions	21	4.91%	44.39%
N1	Change structure of ISO 9001	19	4.44%	48.83%
A6	Update language in line with modern business usage	17	3.97%	52.80%
B	Improve concepts and principles	17	3.97%	56.78%
D3	Other recommendations out of scope	16	3.74%	60.51%
N2	Change structure of ISO 9000 series	15	3.50%	64.02%
G3	Guidance on developing a QMS	13	3.04%	67.06%
Q1	Change requirements	12	2.80%	69.86%
J1	Add risk management	11	2.57%	72.43%
A4	Confusion over corrective and preventive action	10	2.34%	74.77%
C3	Integrate with other MS standards	10	2.34%	77.10%
L	More or better pictures needed	10	2.34%	79.44%
D1	Applicable to certification	9	2.10%	81.54%
I2	Reduce requirements	9	2.10%	83.64%
G2	Guidance on using ISO 9001	8	1.87%	85.51%
I1	Reduce documentation required	7	1.64%	87.15%
J3	More measurement provisions	7	1.64%	88.79%
E	Already addressed in the standard	6	1.40%	90.19%
M	Improve ISO's Standards Development System	6	1.40%	91.59%
D2	Scoring system	5	1.17%	92.76%
N5	Change structure of ISO 9000	5	1.17%	93.93%
C2	Better alignment with Excellence models	4	0.93%	94.86%
H	More cross referencing	4	0.93%	95.79%
A5	More definitions	3	0.70%	96.50%
G1	More interpretation for different industries	3	0.70%	97.20%
Q3	Change scope	3	0.70%	97.90%
A7	Improve clarity of purpose and scope	2	0.47%	98.36%
G4	Guidance on specific topics	2	0.47%	98.83%
N3	Change structure of management system standards	2	0.47%	99.30%
N4	Change structure of ISO 9004	2	0.47%	99.77%
I3	Remove requirement	1	0.23%	100.00%
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