

Discussions of the effectiveness of certification

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Effectiveness of certification

- “the end customer”
- the objective of certification
- competence level of auditors
- specialization
- embodiment of the results
- management and supervision

1. Reviewing the effectiveness of certification from the point of the end customer

**“the end customer” – the customer of the product
produced from the certified organizations**

- Consumable product organization consumer**
- Productive product organization enterprise**
- Other organizations (government, party, group)
consumer, enterprise, etc**

Classification

- **industry**
- **construction**
- **service**
- **agriculture**
- **public agency**

taxation service

- **service of administration management**
- **service based on national laws and regulations**
- **service including both service and management content**
- **service to satisfy the taxpayer's (the customer) needs**
- **service to undertake responsibilities for the country**
- **service of the government associating with enterprises and individuals, and related with the government image**

To meet “ the end customer” needs

Review



The effectiveness of certification

2. The objective of the certified organization to obtain the certification directly affects the effectiveness of the certification.

- **To improve the product quality**
- **To improve the management level**
- **To increase the efficiency & benefit**
- **To achieve the customers' confidence and increase the market share**
- **The entrance to the market**
- **The propaganda effect**
- **All of the above**

- **Does the top management attach the importance to the certification ?**
- **How much the resources are inputted to the certification?**
- **What extent the employee take part in the certification?**
- **Is there continual improvement?**
- **Is it only in forms?**

3. The key point of the effectiveness of certification is the auditor's competence level.

- **There are differences among the auditors' competence from the different certification bodies.**
- **The results of the audits from different auditors in the same certification body maybe have big differences.**
- **Correctly comprehending the standards and grasping the key points of the audit**
- **Deeply understanding the reality of the certified organizations**
- **Correctly evaluating the product and system of the organization**
- **Finding out the existing problems with the material contents**
- **Pointing the direction, content and actions of the improvements**
- **To provide the value-added service.**

- **The certification body should regard the training of the auditors as one of the fundamental approaches to improve the effectiveness of certification.**

- **How to review the certification body attach importance to the improvement of the certification effectiveness ?**
 - * **Personnel programming in the development strategy**
 - * **The training programs and plans**
 - * **The personnel career planning**
 - * **The implementation and evaluation of the programs and plans.**

4、 The specialization of the certification bodies is the important approach to improve the effectiveness of certification.

- **The certification body should have characteristic “product” – following the specialization approach.**
- **Large and comprehensive certification body should have the strong “product”.**
- **The product certification body should combine the “soft product” with the “hard product”.**
- **The certification body should continue training “ace” auditors with profound specialty background in characteristic products.**
- **The certification body should establish it’s brand.**

● **specialization**



● **effectiveness**



● **authority**



● **market share**

5. The effectiveness of certification should be shown from the product quality and the performance of the organizations.

- **What the quality the “end customer” can accept are the followings**
 - * **capability**
 - * **functionality**
 - * **reliability, maintainability, supportability**
 - * **economy**
 - * **security**
 - * **flexibility**
 - * **comfort**
 - * **timeliness**
 - * **civilization**

- **The performance of the certified organizations**
 - * **The result of customer and market**
 - * **The result of financing**
 - * **The result of resources**
 - * **The result of the process' effectiveness**
 - * **The result of the organization's governance and social responsibility**

6、 In order to improve the effectiveness of certification, it is the necessary link to strengthen the management and supervision of the certification bodies.

- **Strategy and targets**
- **Management system, requirement, norms and mechanism**
- **Equality, Justice and openness**
- **Reward and punishment**



Thanks