

# TÜV SÜD GLOBAL STATE OF ACCREDITED CERTIFICATION

// Survey findings demonstrate accredited certification is a manageable process with significant sales, regulatory, and customer relationship benefits. //

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# THE NUMBERS BEHIND ACCREDITED CERTIFICATION USAGE AND VALUE

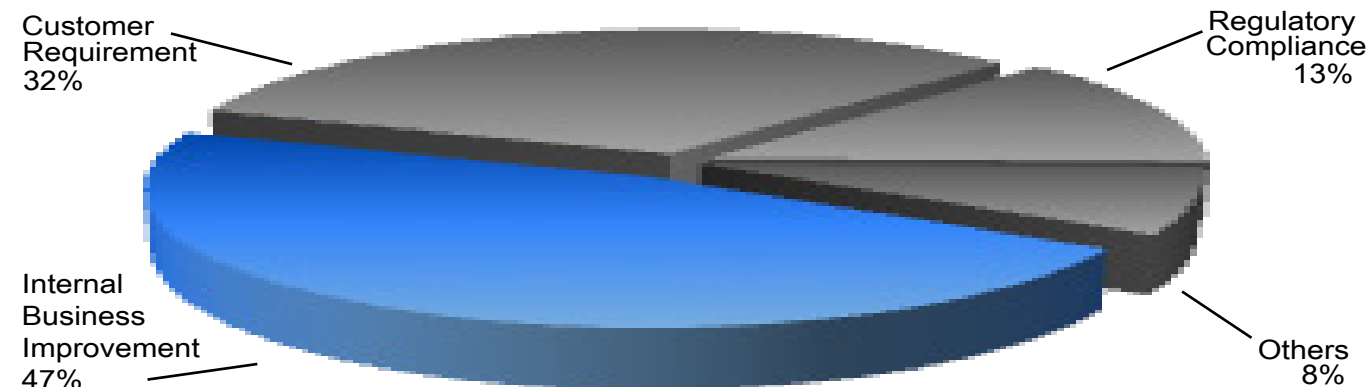


Choose certainty.  
Add value.

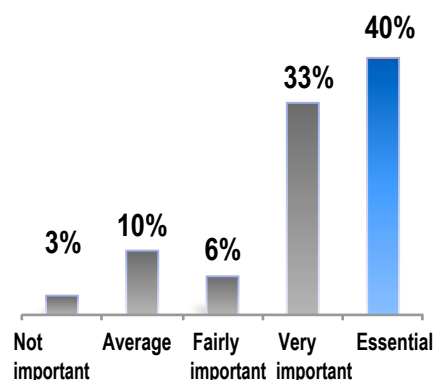
## DRIVER FOR SEEKING CERTIFICATION

Internal and external desire to improve quality

47% of respondents stated the primary driver was to improve internal business operations and processes. 32% reported their customers required it, while 13% stated it was to satisfy regulatory requirements. Other reasons cited included using it as a marketing tool or to achieve a competitive advantage.



## CERTIFICATION PROCESS Manageable process and outstanding value



### ACCREDITATION

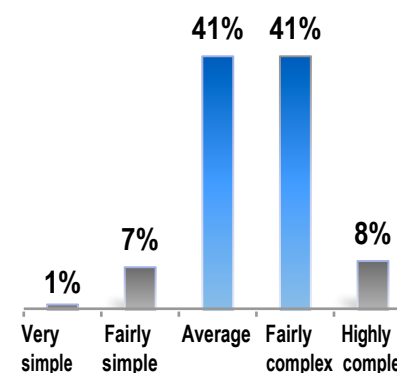
Nearly every business considers it highly important that their certification is covered by accreditation.



### TIMING

71% found process met expectations with only 7% perceiving the process too long.

**71%**



### COMPLEXITY

Nearly an even split between an average or complex process.



### VALUE

62% of responders agree or strongly agree the certification process provided value for the money.

**62%**

## BENEFITS OF CERTIFICATION Sales up, regulatory requirements met, and customers pleased



### VALUE

84% agreed or strongly agreed the certification process added value to their organization.



### SALES

51% confirmed increase in sales as a result of certification.

**51%**



### REQUIREMENTS

80% stated achieving certification helped meet regulatory requirements. In addition, 35% agreed and 46% strongly agreed this is important to their customers.

**80%**



### CUSTOMERS

81% indicated that certification is important to their customers.

**81%**

The Accredited Certification Survey Report was conducted by The International Accreditation Forum (IAF) a global association of Accreditation Bodies, Certification Body Associations and other organizations involved in conformity assessment activities in a variety of fields including management systems, products, services and personnel. A total of 4,191 respondents completed the survey from 41 different economies. The majority of respondents (60%) have a responsibility for managing quality in their organization, however there was a large response from senior managers, purchasers, finance managers and marketing personnel. 86% of those who took part in the survey confirmed they hold the responsibility for certification related activities.