# INFLUENCE OF ISO 9001:2008 CERTIFICATION ON SERVICE DELIVERY AMONG PRIVATE SECURITY FIRMS IN KENYA

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# ABSTRACT

The International Organization for Standardization (ISO) standard, ISO 9001, is a quality management system for firms seeking to provide quality services and products, while meeting the customer and other stakeholder's requirements. This study sought to establish the influence of ISO 9001:2008 certification on customer service, customer satisfaction, corporate image and processes among the private security firms in Kenya. A total of 400 respondents were surveyed in this study (215 firm employees and 165 customers) from 15 ISO 9001:2008 certified private security firms. Primary data on the set objectives was collected by the use of structured questionnaires. Data was recorded and cleaned up and analysed by the use of the SPSS software version 21. Descriptive techniques were used to analyse means, frequencies and counts; while inferential statistical techniques were used to determine the relationship between ISO 9001:2008 certification and customer service, ISO 9001:2008certification and customer satisfaction, ISO 9001:2008certification and corporate image, and ISO 9001:2008certification and internal procedures and processes. Results indicate that corporate image was highly valued as firms with a positive corporate image had more clients. The results indicate that corporate image had a positive and significant relationship with ISO 9001:2008 certification. The same was also true for customer service, customer satisfaction, and the firm's internal processes and procedures. Security firms should therefore seek to be ISO 9001 certified as this is strongly linked to improved firms performance. The study concludes that ISO 9001 Certification has improved the corporate image certified security firms in Kenya in terms customer confidence, trust and quality of services offered by the respective firms. ISO 9001 certification has a positive effect on customer service in terms of response to any emergencies of security incidents and the overall management and professional services of the firms. The study also concludes that processing customer documents has not improved to a great extent and that all inquiries made to the security firm have been responded to accordingly due to ISO certification of the firms. With regard to the findings, the study concludes that a continual improvement is necessary to address the deficiencies in terms of enhancement of their corporate image. Certified security firms should continue to offer quality services and customer satisfaction as this helps to generate a positive image for the company. The certified security firms should address the deficiencies within each department in terms of internal processes and procedures continual improvement processes.