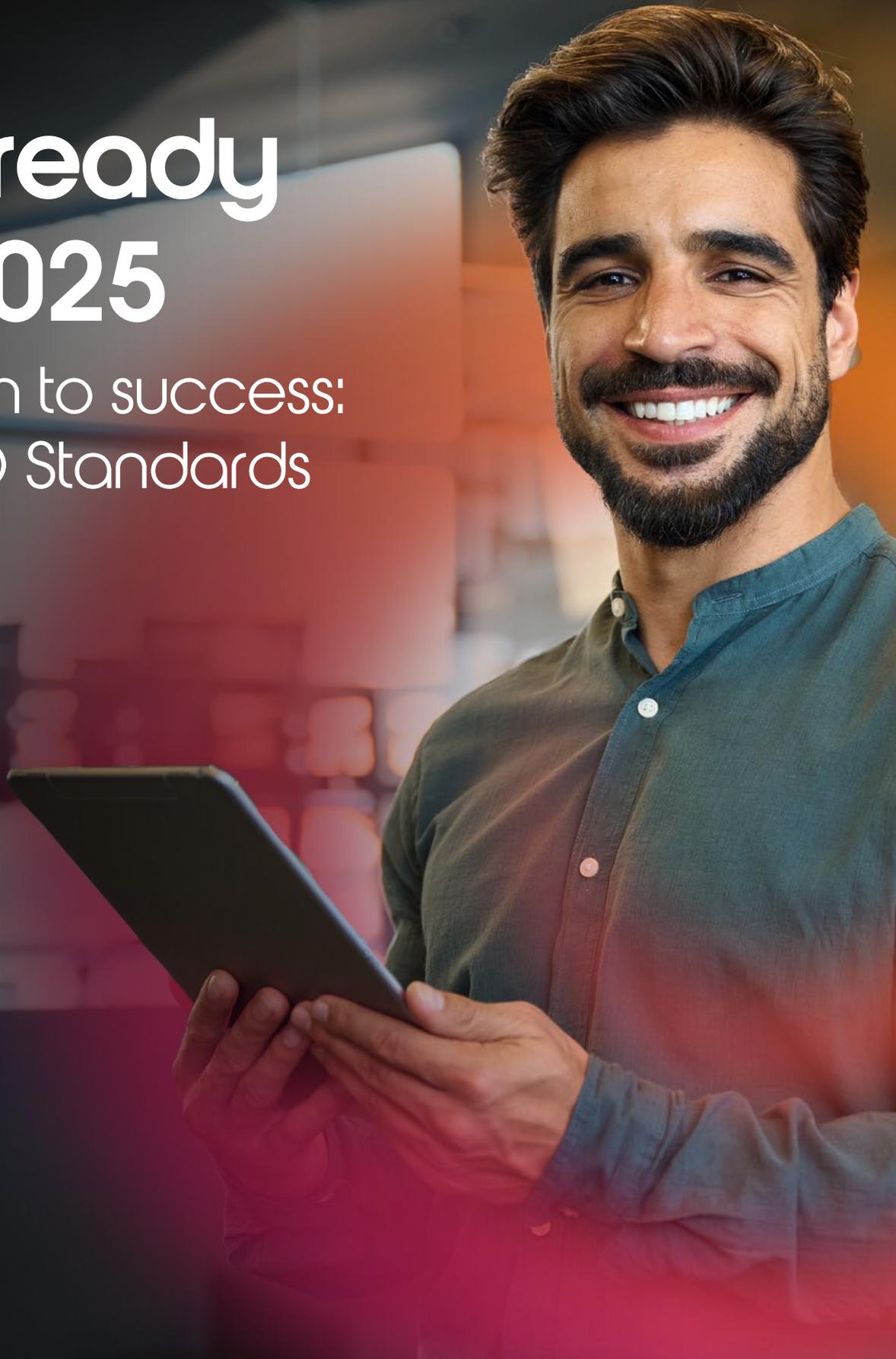


# Get ready for 2025

The path to success:  
why ISO Standards  
matter





# Set your business up for success in 2025

It's been quite a year, hasn't it? With the world always changing, it can feel like you're constantly trying to keep up. New governments, new legislation, new customer expectations—there's a lot to stay on top of. But as we look to 2025, it's the perfect time to get ahead of the curve.

Whether it's streamlining processes, building resilience, or staying ahead of the competition, the moves you make now can set you up for success in the year ahead—and well beyond.

## Our top five to thrive in 2025

### Improve efficiency and reduce costs

Time and money are precious, so one of the best ways to grow is to make sure you're using both efficiently. Streamlining your processes, automating where possible, and cutting out any waste can help reduce costs while keeping things running smoothly. When you make your operations more efficient, you can increase productivity without increasing overhead, leading to healthier profit margins and more time to focus on growth.

### Increase customer trust and satisfaction

Customer expectations are higher than ever. With consumers today more informed and demanding, building trust is essential. Focusing on delivering high-quality products or services, being transparent in your operations, and offering exceptional customer service are all ways to build lasting relationships with your clients. Happy, loyal customers not only return but also become your best advocates, helping you grow through referrals and positive word-of-mouth.

**65%** of customers expect companies to adapt to their changing needs and preferences.

Salesforce: "State of the connected customer" August 2023





## Open new market opportunities

Want to make 2025 the year your business breaks new ground? Expanding into new regions, diversifying your offerings, or joining the supply chain of a major company can open up exciting growth opportunities. To stand out in competitive markets, it's essential to build your credibility. When your business has the edge it needs to confidently enter new markets, you can create fresh revenue streams and future-proof your business.

## Attract new business and retain existing clients

Attracting new business and keeping your current customers loyal starts with a commitment to quality and reliability. Showcasing efficient operations, strong customer service, and a clear focus on continual improvement signals trustworthiness to new clients while reinforcing loyalty with your existing ones. Listening to feedback, staying adaptable, and building a reputation for excellence go a long way in a competitive market. Consistency and attention to customer needs not only enhance your reputation but also create lasting relationships, keeping clients returning and drawing in new business along the way.

**94%** of customers say having ISO certification helped them win a tender.

Citation ISO Certification client survey August 2023

## Stay ahead of industry regulations

Regulations are always changing, and staying on top of them can feel like a full-time job. But keeping up with industry regulations isn't just about avoiding fines—it's about showing your customers that you're serious about doing things the right way. Whether it's data protection, environmental standards, Employment Law, or industry-specific regulations, staying ahead of these changes helps keep your business compliant and trusted by clients and partners.





# How ISO Standards can drive your success

When you've got so much to manage and juggle, it can feel like you need a clear guide to show you the best way forward. That's where ISO Standards come in—they're trusted by millions of businesses worldwide and for good reason. Developed by industry experts, ISO Standards outline best practices and provide a clear path to increase efficiency, streamline processes, meet customer expectations, and align with industry standards. They're also key to driving long-term growth and stability, helping you stay competitive and resilient, no matter what the future brings.

**79%** say their business is more able to cope with times of change or uncertainty as a result of achieving ISO certification.

Citation ISO Certification client survey August 2023

Here are some of the most in-demand Standards that will set you apart from the crowd and open new opportunities!

**Citation ISO Certification** REGISTERED

Quality management | **ISO 9001**

**Citation ISO Certification** REGISTERED

Environmental management | **ISO 14001**

**Citation ISO Certification** REGISTERED

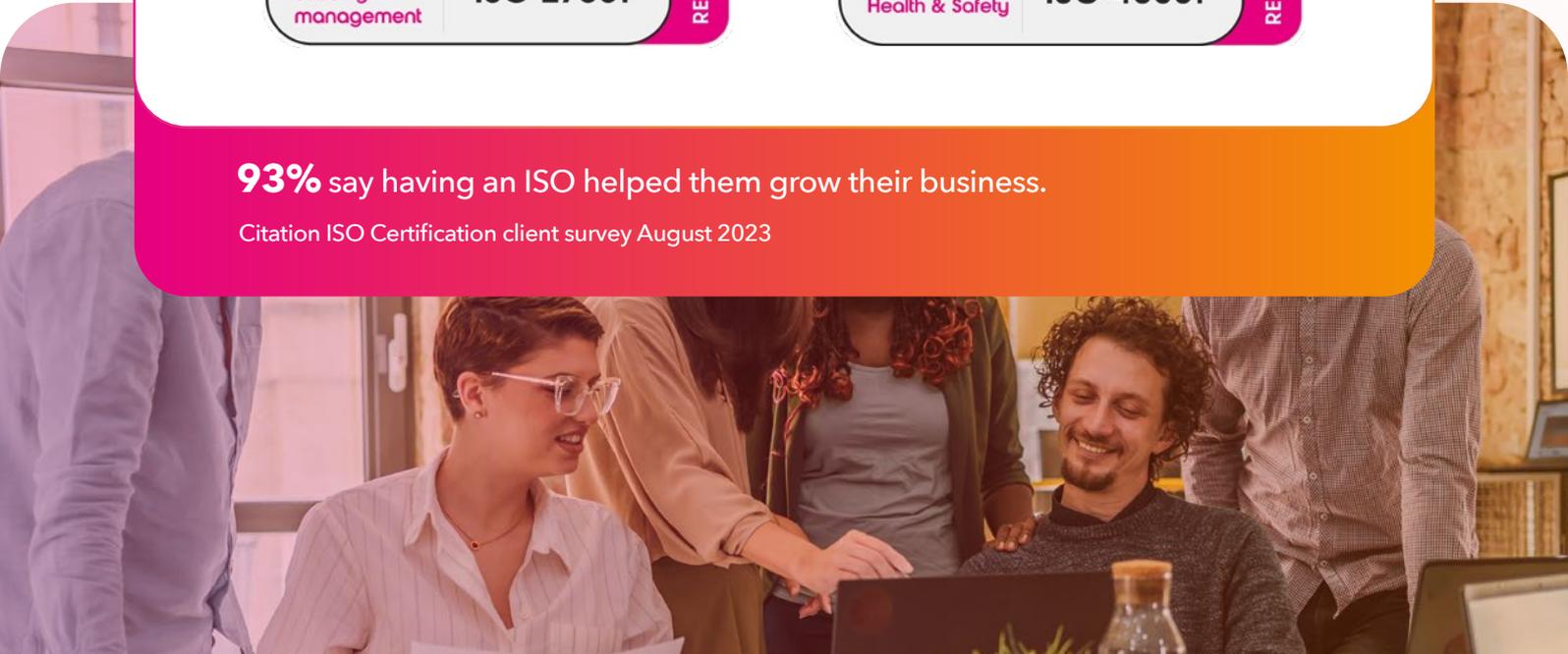
Information security management | **ISO 27001**

**Citation ISO Certification** REGISTERED

Occupational Health & Safety | **ISO 45001**

**93%** say having an ISO helped them grow their business.

Citation ISO Certification client survey August 2023





## ISO certification made simple

Our ISO certification process comes with support built in. This means we're here for you every step of your ISO journey. And that's what makes us different. We believe you should feel supported throughout your ISO journey, so we make sure of it with our friendly team of experts always there to guide you. Whether you're completely new to ISO Standards or just need some extra support, we're here for you. We're on hand and armed with straightforward advice, innovative software, and hands-on support.

## ISO Standards in action

DS Water are a water hygiene and treatment service business that has grown from a simple start-up to a company that now provides services across the UK, thanks to the policies, procedures and processes put in place by being ISO 9001 and ISO 14001 certified.

“

The ISOs have given me a better platform to scale from. I think new business will come from it and confidence will come from the company. It shows commitment to our clients too – it shows that we are trying to be better and that we have things in place now to ensure we are working and operating professionally. Citation ISO Certification were the perfect solution. From start to finish, it was exactly what I needed as a company owner. It was a quick process, but it was very methodical as well. I expected it to be a much bigger deal. It sounded intimidating, but it really wasn't.”

**Managing Director,**  
DS Water



# Kickstart your certification journey for 2025

Ready to stand out and get ahead of the curve for 2025 with ISO certification? We're here to guide you every step of the way. Even if you're going it alone, you're never on your own.

At Citation ISO Certification, we've supported thousands of businesses across all sectors with a fast, simple, and cost-effective route to certification. As one of the UK's leading certification bodies, we're with you throughout your journey.

No complicated jargon just simple expert advice to help you achieve certification in as little as 45 days.

If you have any questions or would like the help, guidance and advice of our expert team, you can call us on **0345 241 5250** or email [groupisosales@citation.com](mailto:groupisosales@citation.com) for a chat about what you need and to get the ball rolling.