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## 1. Sales growth (15–20%)

International Trade Centre study: “Companies that implemented ISO 9001 saw an average increase in sales of 15–20%.”

**Source:** Cyber Consultancy Services (CCS Risk) – “What is the Return on Investment (ROI) for achieving ISO 9001?” ccsrisk.com

## 2. Cost savings (3–5%)

American Society for Quality: “Companies that implemented ISO 9001 saw an average reduction in costs of 3.49%, resulting in a positive ROI.”

**Source:** CCS Risk – “What is the Return on Investment (ROI) for achieving ISO 9001?” ccsrisk.com

## 3. Faster market access

“Some Request for Tender (RFT), Invitations to Tender (ITT) and Pre-Qualification Questionnaire (PQQ) documents specify that a business must be ISO 9001 certified.”

**Source:** Amtivo – “5 Ways ISO 9001 Can Help Businesses Win More Tenders” amtivo.com

## 4. Higher customer retention

“Risk mitigation: satisfied customers are less likely to raise issues, leading to fewer complaints, returns and disputes.”

**Source:** ISO Quality Solutions Ltd – “The significance of customer satisfaction in ISO 9001” ISO QSL

## 5. Payback in 1–3 years

Meta-analysis of 92 ISO 9001 ROI studies: “The financial payback from ISO 9001 certification can typically be realised within 1–3 years.”

**Source:** Business-Benefits.org – Business Benefits repository business-benefits.org