

consider

QUALITY ASSURANCE POLICY

1. INTRODUCTION

- 1.1 Consider Creative Limited prides itself on delivering a high quality service to all of its clients. We recognise the importance of maintaining strict quality assurance standards to try to ensure that the services which we provide to our clients meet and even exceed their expectations.
- 1.2 We are committed to continuous improvement and have established a quality management system that provides a framework for measuring and improving our performance. This helps us to deliver high quality work at every stage of a project.
- 1.3 Alistair Kelly has ultimate responsibility for quality standards within the company. He is responsible for ensuring this policy is communicated to all employees and other people who provide services on behalf of our organisation. Its effectiveness is to be monitored and reviewed annually. All employees are encouraged to be responsible for the quality of the services within their direct control.

2. QUALITY MANAGEMENT SYSTEM

- 2.1 Our quality management system applies to all aspects, and at all levels of, our organisation. If clients ask us to work with their suppliers, we will assess their capability to work with us in a way that honours our system. We will strive to balance the needs of our clients and suppliers to achieve mutually beneficial results.
- 2.2 The Consider Creative management team will continue to measure, examine and review the effectiveness of our quality management system by, amongst other things, actively seeking feedback from our clients. The key performance indicators which we use to monitor the quality of our service provision are:
- (a) creativity;
 - (b) value for money;
 - (c) on time, on budget; and
 - (d) responsiveness and turnaround time.
- 2.3 Our project management system, Hot Project: www.hotproject.com, is sufficiently flexible so that it can be applied to meet the specific requirements of our clients.
- 2.4 We will strive to complete each client project on time, on budget and in accordance with the client's instructions by following the steps outlined below:

Step 1: Understanding the brief

We will respond to each client's project brief with a written proposal document or a written quotation. Depending on the size of the project this will include:

- (a) a statement of the client's needs and expectations;

- (b) project targets based on the client's expectations, including estimated costs and a suggested timetable for completion. Where a particular stage or aspect of a project cannot be exactly estimated, we will aim to provide minimum and maximum parameters; and
- (c) details of any potential risks that might be involved in the successful completion of a project. We will strive to recommend solutions to any problems.

Step 2: Rigorous approach

We will maintain comprehensive records of the client's project brief, our written proposal document or written quotation and all other documents relevant to a project. The creative team assigned to each project will be clear from the outset, and throughout, on the client's requirements and project deliverables. We will be accountable to our clients for each step taken in connection with a project.

We will try to ensure we are achieving the best value for our clients.

We will strive to make sure that our records are up-to-date, accurate and comply with relevant data protection legislation in terms of their use and sharing.

Step 3: Development of a project

Each project will be monitored and our design work assessed by reference to our stringent internal quality controls before it is provided to the client, to ensure it is carried out in accordance with the client's project brief and, for larger projects, our written proposal. Sufficient resources will be allocated to each project so each client receives a high quality service. The Consider Creative management team will be involved in ensuring that all employees receive regular and appropriate training.

Each client is to be allocated a principal point of contact (an account manager) for a project. In addition, if any complaints arise in connection with the services which we provide, these may be referred to our Client Services Director, Ian Boardman.

As a project develops, and research is carried out to discover the best way to deliver the project and satisfy the client's needs, additional work and costs may arise which were not previously anticipated. We will be in close communication and consultation with each client so they are always aware of our thoughts and recommendations as to whether any additional work will be required and, if so, the associated cost implications. Regular communication will help us understand a client's business and their target market and allow a client to understand how we can best deliver a project. This approach will also help us to forge long lasting client relationships and maintain a very low level of client turnover.

Further, following completion of a project, we will speak with the client to assess how we performed and discuss how we may be able to improve our services in the future.

The team meets on a twice weekly basis to discuss the status of all of our projects and review the work which we are undertaking. At all times, at least two team members will be familiar with each project. All current work will be accessible to other team members. Each team member will make sure that they are fully up-to-date as to the status of any project

they are working on. This will facilitate a seamless transition if a new team member becomes involved in a project, for example, to cover another's absence at any time.

An open, transparent policy available for our team, clients and others is a solid foundation from which we can commit to continuously improve our client service.

This policy is available on our website at www.considercreative.co.uk.