



Management Quality Assurance Policy

1. Regular gathering and monitoring of customer feedback

Regular gathering and monitoring of customer feedback procedure has following facets:

1. Placing customer is at front and centre: When we focus on customer in order to make them feel special and valued. A smile, a kind word, taking time to make sure you have met their needs – these simple acts can all make a positive difference.
2. Ask for feedback, then listen
3. Send customer-focused emails
4. Be responsive and courteous
5. Engage with customers across social networks
6. Provide outstanding product support
7. Personalise, build a customer profile, and remember past actions

In addition to above mentioned points CHITS UK strengthens customer relationship in following ways:

- Proactive customer surveys
- Solicit input from customers for potential improvement
- Documentation of repeat business
- Documentation and awareness of customer complaints
- Customer awards received by the organisation
- Results of interviews with top management awareness
- Linkage of customer requirements to goals to documents
- Evidence that customer satisfaction is a quality goal/objective, or part of quality policy

2. Customer Complaint Procedure

Complaint is any expression of dissatisfaction, however made, from a client about the level or nature of service or policy, or the way in which company staff carry out their duties

This section of the quality policy explains the way in which CHITS UK handles enquiries, gathers information to determine what the customer needs and how it stores and logs such data are important requirements in meeting the principles of Customer First. We have an operational project management system in place which ensures that customers are routed appropriately and consistently to internal contacts/services, their needs are determined and dealt in a professional and impartial manner and they are provided with accurate and timely responses or agreement of future actions.

- We identify our customers' needs at first point of contact with us
- We always ascertain customers' existing relationships with other relevant service providers before providing services to avoid duplication
- Our employees have access to up-to-date customer information which is updated accurately at regular and agreed intervals. Why? - The importance of efficient and effective enquiry handling and initial diagnostic

This approach helps us to develop on-going successful relationships with our new and existing clients.

We do understand that first contact and experience of an organisation is critical in creating a good impression, ability to understand their needs and in providing them with the service that they need. Professional handling of complaints from one department to another with an in-depth explanation ensures that customers' complaints are resolved.

At first place we receive enquiries by telephone, email, project management system, face to face or by fax. Procedure for handling customer complaints is framed keeping in mind following considerations:

- Answering calls and giving a consistent greeting and response time
- How you take and pass on messages received
- Process for routing and making internal referrals
- The response levels and internal customer service standards are set
- Approach to customer data collection and tracking
- Initial understanding of customer needs
- How you respond to customer needs
- Approach to data protection
- Monitoring process and internal audit to ascertain how effectively we deliver services

3. Selection and performance monitoring of suppliers

Following parameters (purchasing, receiving) are used for supplier selection and performance monitoring:

- Continually suggests cost-savings possibilities
- Competitive prices
- Holds backorders to a minimum
- Anticipates our needs
- Supplies current catalogues
- Is prompt and accurate on technical assistance
- Advises of any potential troubles
- Promptly replaces rejected items
- Is courteous and helpful
- Has a sincere desire to serve
- Delivers without constant follow-up
- Expedites and handles all orders courteously
- Has knowledge of products and industry
- Keeps abreast of new product developments
- Provides specified quality products
- Handles complaints properly

RECEIVING

- Delivers on time
- Produces adequate packaging
- Identifies or marks packages correctly
- Makes courteous deliveries
- Provides proper and accurate delivery receipts
- Accurately packs shipment lists with containers
- Shorts purchase order quantities

ACCOUNTING

- Invoices
- Issues credit adjustments promptly

4. Training and development for our employees

1. Introduction and purpose

1.1 Recognising that employees are the most important element in the success of CHITS UK and the source of sustainable competitive advantage, Directors and Senior management are fully committed to the training and development of all employees. CHITS sends its staff for training like Google Adword training which helps them to enhance skills and offer profitable contribution in the growth of the company.

1.2 In addition, Directors and Management are committed to the provision annually of a number of Bursaries for employees' children, where the children show the aptitude and commitment to further their education and studies.

1.3 Directors and Management further recognise that the opportunity to grow within the organisation is a key element in the company achieving the status of an “employer of quarter”.

2. Scope

2.1 This policy applies to all employees, regardless of contractual status, that is including employees on permanent and fixed term contracts and students working their in-service period.

3. Occupational Training and Development

3.1 The performance management forms the foundation for establishing the roles required of employees, for setting the outcomes and performance standards.

3.2 The performance management system provides relevant information for the development of the training matrix for each department for the training year.

3.3 The combination of the departmental matrix forms the information for the Workplace Skills Plan, which is submitted annually.

3.4 Directors and Management are responsible for approving the funding to meet the plan requirements.

4. Study Support

4.1 Employees are encouraged to further their education and employees will be eligible to apply for financial assistance to meet the cost of the studies, which includes all fees and examination fees, and any materials required (for example for scientific courses), but the company will not provide support for the cost of text books.

4.2 The financial assistance will be considered to be worked off on an agreed pay-back ratio method, that is for funding for a year of study, the employee should work for a pay-back period of at least 6 months; should the employee leave employment after the completion of the program, but before the pay-back period has elapsed, a proportionate amount will be required to be paid back, and by signing the form to request the financial support for studies, the employee will have agreed to these terms and conditions.

5. Regular audit of internal processes

Directors and senior management do understand that internal auditing is the part of quality management. Quality management comprises of four levels of business responsibilities:

1. Corporate (cultural and normative issues) – dealt with Directors
2. Business areas (strategic issues) – dealt with Directors and senior management.
3. Processes (operational issues) – responsibility of operational managers.
4. Individuals and teams (personal and human issues)- responsibility of HR management

Items being audited consists of company's business processes according to corporate's process management framework that includes customer processes, market processes, support processes and management processes. Further, performance management includes that business performance is assessed internally by company's own resources for performance improvement and also for quality assurance.

Internal audits are carried out within the different business areas of the company as process audits examining business processes and related results whether they comply with planned arrangements, and whether these arrangements are implemented effectively and efficiently and are suitable to achieve objectives from the business point of view. Auditing is for improvement of the business process performance as well as for quality assurance. Auditing is a major means for quality management.

Auditing covers following relevant business aspects

A process examination of auditing covers six relevant business related areas (see figure 2) to address:

1. Customer issues (i.e. external and internal customers of the process), customer needs, products i.e. the outputs of the process, customer relationships, and customer satisfaction results
2. Process entity as a whole, internal process activities/tasks (streamlined by work flow process sheet), flow of information and material, process-internal performance and related measures and indicators, measurements, target values and related performance results
3. People issues including responsibilities, knowledge, competences and skills, education and training, learning, participation/involvement, innovation communication, and people satisfaction
4. Tools, methods, information systems including documentation, and work facilities and environments
5. Suppliers, supplier relationship/partnership, and supplier performance measures and indicators and related results
6. Process management, process plan and target setting, control, quality assurance, and improvement

6. Measurable quality objectives which reflect our business aims

CHITS UK is a professional Web design Company providing comprehensive Internet and Web related consultancy & advice to our clients. Established in 2004 our Company has steadily evolved from being a simple web design and development provider into a leading UK Marketing Company.

Our core skills range from providing e-Commerce business Solutions and have a dedicated Online team that deal with Professional Healthcare providers in implementing medical solutions on the Internet. Our combined skills in marketing, graphic design and website development enable us to produce first-rate websites designed to promote your products and services to your target market by extended level of accessibility, usability media integration. Further, we specialise in Search engine optimisation, online marketing, e-commerce and email marketing.

Care is taken when determining quality objectives to ensure that they:

- Cover all organisational activities and is in line with company aims;
- Can be easily communicated to the work-force – Via email and project management system
- Can be managed and monitored by specified individuals; and
- Have agreed timescale for completion.



“The Specialist for Specialists”