

## Vision Statement

**“To specialise in providing quality marketing communications solutions and being a valued partner to companies with large sales networks. Offering them specialist experience and expertise, knowledge, support and the means to maximise their communication effectiveness, sales potential and profitability through work that works.”**

Works MC is a proven value, marketing communications solutions provider. Established in 1999 to provide clients with sales networks, specialist expertise and experience in supporting the sales process with cost-effective, fit for purpose solutions. Our services support the functions of:

- Training
- Retail Sales
- Online marketing
- Field sales
- Reseller / channel communications
- Internal communications
- Telesales
- Direct selling /servicing

Works MC is a professional, service led company that seeks to continually meet and improve upon our customers' requirements and expectations as a marketing communications agency. As such we focus our efforts, both internally and through our supply base, in being a 'quality' supplier offering fit for purpose solutions. Quality lies at the heart of our business because we value our people and our client relationships.

We are Investors in People accredited, have a client charter and a proven track record of servicing quality focused companies over many years. Our commitment to the quality of our service offering has led us to develop a Quality Management System which provides a framework for measuring and improving our performance through our people, suppliers, partners and clients.

Our implemented Quality Management System assures consistent quality in our services irrespective of project size or budget.

## Quality Statement

**“Works MC is committed to providing fit for purpose, cost effective marketing communication services, tools, materials and programs that consistently meet or exceed our client's expectations, while continuously reviewing and improving the effectiveness and efficiency of all aspects of our operation.”**

We have a number of in-house systems to ensure our approach to quality runs entirely through the business, from office management and production to financial and client support. We have a Client Relationship Management system in place allowing us to provide focused account management to each client. We have also invested in our support systems and hardware and software technology, both in our studio and for our client servicing teams, to ensure optimum performance, and the absolute maximum up time possible.

To support these systems we have developed a number of processes and procedures to ensure the quality of delivery of our services. We have the following processes and procedures in place to ensure consistent delivery:

- a) Quarterly company meetings to review business progress, identify new opportunities and update processes where required.
- b) Investor in People accreditation processes help with staff recruitment, training and appraisal.
- c) Implementation and communication to clients and staff of various policies to ensure a benchmark against which consistent delivery can be measured – Health & Safety, Equal opportunities and dignity at work, Environmental and Quality.
- d) Dedicated client service management for delivery.
- e) Process map for project implementation.
- f) Procedure for financial control through job bags, revenue and cost analysis.
- g) Detailed processes and procedures made available to all staff via a Quality manual.
- h) 3 monthly technical audit.

We have the following processes and procedures in place to meet our policy of continuous improvement and customer satisfaction:

- a) Quarterly company meetings to review business progress, identify new opportunities and update processes where required.
- b) 6 monthly staff appraisals.
- c) Measurement of the cost-effectiveness of all training given to employees.
- d) Client project performance / satisfaction questionnaires.
- e) 6 monthly client reviews.

Our commitment to the effective implementation of all of our policies is demonstrated through the communication and availability of these policies to staff, clients, prospective clients and suppliers. We ensure that all our staff has a copy of all policies when they join us as part of their induction program. We also have a copy of all policies on our intranet to which all employees have access. We provide our clients and suppliers access to all policies through our web site: ([www.worksmc.com](http://www.worksmc.com))

Though the Managing Director is ultimately responsible for Quality within Works MC, all employees are empowered and have a responsibility within their own areas of responsibility to adhere to and enforce the Quality policy. Where appropriate all employees are encouraged to propose improvements and seek remedies, with appropriate corrective actions, to further improve the policy.

This policy is reviewed yearly at the Directors Annual Board meeting however its effectiveness is measured on a daily basis through our QMS and reviewed on a quarterly basis through our quarterly company meetings with any changes being made and communicated as necessary.

**Chris Cloughley**  
Managing Director

