

# SHOUT! COMMUNICATIONS POLICIES

## Quality Assurance Policy

Shout! Communications Limited is a specialist broadcast PR agency established in 2003. We work with PR agencies, government departments, businesses and charities. We offer the following services:

- Broadcast consultancy
- Media relations in radio, TV and online
- Production – B rolls, corporate videos, podcast and vodcasts
- Media training
- Editorial competitions

Quality is important to our business because we value our customers and want to offer the highest standard broadcast PR support. We strive to exceed our clients' expectations in every campaign or production we work on.

We have invested in technology and innovation to support our policy of continuous improvement and customer satisfaction. We have a Customer Relationship Management System which allows us to provide dedicated account management to each client.

We have the following processes and procedures in place to ensure consistent delivery:

- Customer feedback after each project, campaign or production. For retained clients this is done monthly
- Dedicated project management – an Account Manager or Director oversees each commission
- Selection of employees, associates and suppliers against set criteria
- Training and development for all staff
- Detailed processes and procedures made available to all staff

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

- Regular management reviews
- Measurement of media relations results against what we anticipated
- Measurement of the effectiveness of any training given to our employees
- Measurement of the performance of our suppliers and associates against set criteria
- Monitoring of customer complaints

All employees at Shout! Communications have a copy of the company's Quality Assurance Policy. It is included in the staff handbook and is published on the company's intranet. We expect our

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suppliers to have their own policy and for it to have a similar philosophy of continuous improvement and customer satisfaction.

The company's directors are ultimately responsible for Quality in the organisation, but all employees share responsibility, within their designated areas.

Our policy is reviewed at our annual Executive Meeting, but its effectiveness is measured during our day to day monitoring. Any changes are made and communicated as necessary.