

diversity  
social responsibility  
equality  
health  
quality **assurance**  
safety  
modern slavery  
continuity  
environmental





# Think quality assurance policy

## AIMS OF THIS POLICY

To set out how we systematize the delivery of exceptional quality work that exceeds expectation.

## THE COMPANY PURSUES THE FOLLOWING GOALS IN THE FIELD OF QUALITY ASSURANCE

1. Strict compliance of Ouno's services with recognised international, national, and corporate standards and requirements.
2. A professional and technical level of service that at all times must be, as a minimum, comparable to those of similar companies operating in the UK.
3. Recognition of our responsibility to our customers for the quality of the services rendered.
4. Cost efficiency and competitiveness of the services provided as compared with similar companies operating in the market.
5. Development and implementation of new services that fully satisfy our customers' needs.
6. Continuous monitoring of any complaints and claims from customers, and the aim to maintain these at zero.

7. Positioning of the company as employing professional and experienced staff who provide services of high quality.
8. To embed our Quality Values in all our own marketing materials.

## THE STRATEGY FOR ATTAINING THE GOALS IS THE FOLLOWING

1. Focus on the continuous improvement of Ouno's services (in accordance with the market requirements).
2. Satisfaction of customers' requirements for all services provided, and fulfilment of the customers' requirements within the deadlines required, ensuring highest quality is maintained. The services can be provided under Service Level Agreements (SLA).
3. Understanding of the customer needs, their present and future specific requirements.
4. Continuous cooperation with customers in order to understand their needs.
5. Transparency - customers can obtain access to information on the progress and state of any project at any time. Customers can view time and budget expended on a project at anytime during the project lifecycle via our project management system.
6. Priority of quality issues across the 'personnel-technology-organisation' chain.



7. Quality assurance procedures set in place at all key stages of the services life cycle
8. Well-defined personnel responsibility for quality assurance.
9. Primary focus on prevention of a possible decrease in quality rather than on measures to restore the quality level.
10. Consistent training of all personnel in the sphere of quality, each employee's participation in services improvement, rewards for quality improvement.

## **IMPLEMENTING QUALITY MANAGEMENT**

1. Provide full-time and freelance staff with equipment and software that is up to date and of the highest quality helping to produce the best quality results.
2. Provide easy access to industry knowledge sources, be involved with and monitor industry initiatives and innovations.
3. Develop organisational skills and time management to promote an organised environment. Develop these through the use of systematised processes, resources and clear working practices.
4. Maintain and build new relationships with high quality suppliers.
5. Maintain and build new relationships with high quality freelance staff with various specialist industry skills.

6. Protect and safeguard each client's brand values throughout the delivery chain. We will treat each client's brand values with the same attention to detail as our own.
7. Use the client review process to analyse regularly our performance as reviewed by the client.
8. Review every piece of design-work, from visuals to finished artwork by one of the Senior Management Team before it is sent to any client, to ensure all work meets both our quality standards and the client's requirements at all times.
9. Regularly review the volume and quality of the work we produce within measured time frames. We will do this as a group of between 3 and 5 persons. We also hold independent reviews using small groups of associates to independently monitor the standard of our work, feeding back their findings to the Managing Directors.
10. Explain our clear working processes to new, temporary and freelance staff.
11. A single project manager is responsible for each job, providing continuity and ownership.
12. Hand over briefings are required at each stage of the production process.
13. Our use of the popular HARVEST electronic online project management software tracks time and budgets, generates reports, estimates, budget alerts, timesheets and invoices, and gives us to-the-minute control and oversight of time and budgets.



14. Harvest timesheets are available for clients to view on demand.
15. A centralised server system is deployed so all design elements are in one place ensuring no rogue duplicates become available to the staff. With everyone in the team working from the same resources, i.e client logos, photography and other design resources, and previous files and versions of files, we can manage the quality of the components used to create our products.
16. Every job is given a single, permanent unique identifier called a 'job code'. These are incremental, per client, and are generated by our central project management system.
17. Proofs are incrementally numbered.
18. Superseded files are not deleted but are moved into per-folder 'Old' folders to ensure we retain a trail but keep a clear and focused structure per-job.
19. Job folders are templated, so that each job follows the same logical structure and requirements in terms of file storage and management.
20. Our internal approver is always a different and senior person to the designer or delivery staff member who has created the work.
21. We hold an All-Agency (AA) meeting each Monday morning to go through upcoming tasks and discuss jobs closed during the last week.
22. Harvest budget alerts keep us informed of any project that is approaching pre set levels of allocated time/budget, triggering an automatic job progress review, helping us to avoid and manage over-runs

23. Harvest can generate detailed analysis of a project for clients in spreadsheet form - you can see exactly where your budget is being spent.

#### **Efficient proofing and feedback mechanisms for print projects:**

We use different proofing methods depending on the job or stage of job. We can supply simple PDF proofs which can be distributed via email whilst a job is in progress. These are a cheap and efficient method to gain speedy feedback when a client meeting may not be possible or needed. They are also a good instant way to show that small client amends have been made such as correcting a typo, or changing a picture.

Typically we provide for three sets of client amends and deliver PDF proofs at each stage. The fourth proof is usually the final proof and requires signing-off by the client before we proceed to print. We will never proceed to print with clear instructions to do so from the client. We generally provide a set of digital proofs as a final check.

At the prepress and print stages we deliver colour accurate digital hard copy proofs to clients for digital and litho print jobs (chromalins/wet proofs can be supplied if required on litho print jobs).

#### **Quality control processes:**

We have a full set of quality control checks and measures in place to ensure each and every job meets the clients requirements. We can build into our process a bespoke set of client specific instructions if required.



The Hub, Fowler Avenue, Farnborough, Hampshire GU14 7JP  
01252 893 600 | design@ouno.co.uk | www.ouno.co.uk

For example, one of our clients requires a fifth colour ink to be used on any and all printed material. This is a key requirement for them. We have customised our job tracking form to highlight this requirement and the designer working on the job must check the indicator box before the job can proceed to prepress.

## **QUALITY MEANS KEEPING EVERYONE IN THE LOOP**

We also have in place a system of feedback mechanisms

### **Progress meetings**

On larger projects we schedule regular progress meetings at key stages of the project, which a senior member of our team with intimate knowledge of the project will attend.

### **Client Reviews**

Client review process is used by retained clients to measure our contract performance. A client review is held every six months and is facilitated by Ouno Directors Adrian Broadway or Simon Pipe and representatives from the client. The review will check that we are delivering, and is an ideal opportunity to share best practice. As a small company every client is valuable to us and retaining clients is vital to our ongoing success.

### **Wash-up meetings**

Where possible we will organise with the client an informal 'wash-up' meeting at the completion of each project. We review how the project was managed and delivered by us (and any sub-contractors involved). These quick and effective

reviews allow us to identify small problems that can be quickly rectified before they become big problems. The client has an opportunity to deliver feedback and provide recommendations to improve the ongoing process. The 'wash-up' meetings fill the gaps between each client review.

### **Service level agreements**

The SLA records a common understanding about services, priorities, responsibilities and guarantees between our clients and ourselves. Typically the client will indicate a minimum level of service that the supplier needs to attain, an average and an aspirational 'target' level, along with per-incident penalties for infringement.

The SLA provides a rough framework against which a supplier's performance can be measured. It can include client KPIs and agreements that cover a range of common situations such as charges for exceptional working hours, or an agreement on who carries the costs if a job has runs over budget.

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