



## QUALITY POLICY OF TTR GROUP

TTR Group is a consultancy company for integrated customer satisfaction management, or CSM. The services and products we offer are subject to the very highest quality requirements. In order to satisfy these standards, TTR Group has implemented a quality management system according to the standard ISO 9001; its quality policy is described below.

The quality policy of TTR Group is based on the following factors and insights:

### **1. Quality is the basis for the stability of our company.**

The concept of quality is at the inception of every project and every task. It is supported by defined quality standards but does not end there.

Quality is not a luxury; in fact, it is the foundation for the very existence of our company. We cannot achieve stability and create genuine corporate values without a quality system that is managed professionally. We can only achieve success in the market if we set excellence as our standard.

### **2. Sensitive and secure handling of customer data is fundamental to our company.**

Processing personal data is subject to strict legal regulations. This means that adherence to these rules is axiomatic and is supervised rigorously by our in-house data protection and IT security officers. Unauthorized access to personal data would result in a crisis of confidence that we could scarcely overcome and so would put the survival of our company at risk.

Our approach to secure handling of confidential documents and content is the same. Dispatch, storage, archiving and deletion of such data are subject to clearly defined rules.

As well as data security, authenticity and formal accuracy of data and documents processed by us (e.g. dashboards, graphics, tables, presentations) are also key factors. Thorough, systematic quality control is stipulated before publication or transmission of data. Even small errors lead to distrust by our customers; a distrust which is difficult to dispel and which can destroy the credibility of a whole project.

### **3. Our premium customers get premium services.**

A premium company defines itself and its products by exacting standards of quality and added value. The expectations of such a company towards its suppliers and service providers are correspondingly high. In order for a service company to be able to retain a premium customer, it is clear that a customer's expectations must not only be met, but even exceeded.

#### **4. Our success is guaranteed by avoiding errors.**

Errors cost a lot of money. The additional work needed to correct an error results in 4 to 5 times the cost of a systematic quality control. Correcting errors blocks resources which could have been used for new or other projects. Additional planning time, compromised delivery dates and delayed billing/receipt of payments are the result. Thorough and systematic quality control and software testing are therefore mandatory.

#### **5. Openly acknowledging errors helps us to improve.**

When an error occurs, it has to be addressed as part of our quality system and the associated improvement process. It is not so much a question of determining who was at fault, as evaluating the causes properly. Possible causes can be: not following a process, a process which is not suitable for practical application or the complete lack of a systematic process. In the first case the corresponding employee/s require training, in the latter two cases the quality system has to be adapted correspondingly.

#### **6. We see customer complaints as an opportunity.**

Since we work in customer satisfaction research, we know that effective handling of a complaint can result in a positive customer experience which may even increase a customer's loyalty. So we record customer complaints systematically and approach them with a mind-set which transmits friendliness and commitment so that the customer feels we are taking them seriously.

#### **7. Our commitment is our strength.**

We train and manage our employees to achieve operational excellence in order to satisfy the needs of our customers. By this we understand perfect mastery and application of organization and technology.

A high level of commitment, personal responsibility and self-reliance is always taken as self-evident. In return we require professional qualification, motivation and identification with the company.

Every single employee must have a basic knowledge of all core areas of our company and be a professional and technical expert in their field of deployment. Lifelong learning is essential.

**8. Our objective is our customers' satisfaction.**

Only satisfied customers come back, protect our jobs and guarantee us long-term economic success. We ensure our customers are satisfied by supporting them in their corporate and professional objectives. The foundations we build on are our excellent process quality and outstanding commitment.

