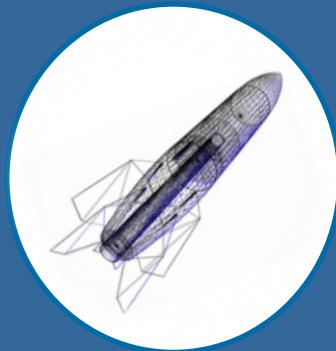


How does quality help create customer value?



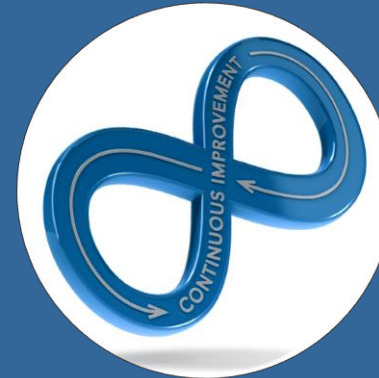
Quality inspection – ongoing performance review across all areas of the business to help avoid failure at the point of delivery



Quality by Design – Planning quality into product design process creates customer-driven features



Conformance to requirements – 'Right first time' means that additional effort isn't required to address changes



Continual improvement – Review of performance in all functions. The benefits include increased efficiency and improved customer satisfaction.



Recognition of Customer as Key Stakeholder – The value in transparency and communication as a key element of quality management for design and development



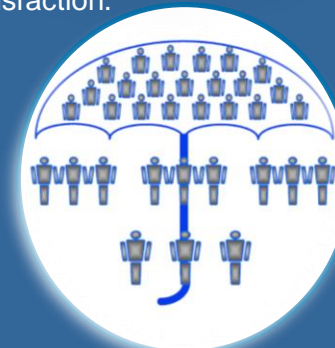
Organisation Quality culture – Quality is at the core of culture and strategy, and customer value is central to achieving business goals



Agile approach – Responsive way of delivering product or services in the way the customer wants and at that time the customer needs them



Processes – Identifying, analysing and developing existing business processes to eliminate weak points or bottlenecks in the business



Highly Skilled – Identifying the knowledge, skills and attributes needed for people within our organisation to perform their job effectively



Competency Framework – Delivery of high quality products and services by implementing effective systems of governance and assurance