

# Quality Objectives

ESG Security aims to continually improve its operations by setting measurable targets based on the following critical success factors:

- Management support
- Anticipating customer needs – proactively reaching out with solutions
- Upsell
- Winning contracts at a good profit margin
- Maintaining a healthy cash flow
- Accreditation
- Open/effective communication
- Financial scrutiny
- Innovation
- Best practice and processes
- Adapting existing services
- Understanding the market – both customers and competitors
- People management
- A culture of creative thinking
- Opportunities

**Finance:** Targets are set by the Managing Director which involve all departments to try and increase profitability and reduce other costs where viable, making sure standards and service are not compromised. Accounts keep records yearly and projected profitability forecasts are made available to senior management and potential new clients if requested. Flow charts are available showing comparisons for profit and profit loss monthly. Purchasing is monitored and checked with the Managing Director and all outgoings are monitored including paperwork, vehicles, fuel, gas, electric, uniforms, paper, IT and any other equipment used. This is monitored by key performance indicators as well. ESG Security try to reduce these costs to not just help profitability but to help maintain the environment.

**Sales:** The sales team are given targets to attract new clients and upsell other services to existing clients. Research to identify our competitors' strengths and weaknesses helps us develop strategies to maintain success.

**Client Satisfaction:** We endeavour to make sure we provide our clients with the high standard of service they expect making sure they are contacted (based on preferences), providing an opportunity to air any grievances and score our services. We have an 'open door policy' for all our clients who can speak to a manager directly if issues arise and can be escalated if a satisfactory conclusion does not occur. Issues are addressed immediately, and the outcome conveyed to our client. These are entered into our complaint database which includes action taken. Sites are visited monthly by our mobile patrol supervisor and if available the client is spoken to.

**Staff Satisfaction:** We have an open-door policy at ESG Security and any grievances or queries an employee may have will be addressed impartially ensuring there is a satisfactory outcome. Staff have direct communication with managers 24/7 365 days of the year. Site visits are maintained and not always pre-arranged, employees are spoken to, and training needs are identified (if required). Our aim is to achieve a good working relationship with all our staff.

**Continuous Improvement:** This will be done by reviewing standards, fine tuning our service and with the auditing assistance of the Security Systems and Alarm Inspection Board.

**Targets:** Key Performance Indicators are set each year and monitored monthly to ensure that the targets are **SMART** (Specific, Measurable, Achievable, Realistic and Time Bound) and met.