



Quality management system

Sandberg Trygg

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Why a quality management system?

Sandberg Trygg's quality management system serves several purposes. The overall purpose is for the agency to (1) ensure that we meet or exceed our client's quality expectations and (2) continuously improve our quality. The system is not certified according to any official standards (e.g. ISO 9000) but is designed to include the same type of information.

The basis of this document is our quality policy. It describes how our organisation works to maintain a consistently high level of quality. This document also outlines the goals we work towards and which programmes we follow to establish, communicate, implement and follow up our goals.

The CEO and management group have overall quality responsibility for the agency. Opinions and proposals to improve our quality management system are always welcome.

Quality policy

Sandberg Trygg works towards maintaining a consistently high level of quality according to the following guiding principles:

- We will ensure that we and the client understand each other – through clear contact reports, time plans and creative briefs
- We will deliver in accordance with our client's expectations – the right material, at the right time, to the right recipient.
- We will make sure the invoice agrees with the cost estimate/quote – any adjustments will be specified and communicated
- We will communicate our quality policy to co-workers, clients and suppliers
- We will prioritise suppliers that actively work to improve their quality
- Our quality policy is public information and available on our website.

Sandberg Trygg is insured by Länsförsäkringar for their business operations. This entails following certain routines, for example, storage of computer programs and backup copies of user files. This is important to be able to live up to our quality policy.

Quality goals

According to our definition, quality is how well goods or services correspond to a client's needs and expectations. Quality is not, as many believed before, the degree to which something agrees with criteria stipulated by the supplier. Instead it is clients or users alone who decide what quality is.

Every year, Sandberg Trygg participates in two surveys that measure quality from a client perspective: Agency of the Year (Regi) and Sweden's Best Agency (Resumé). The results from the survey, divided into sections, serve as a basis for setting up next year's quantifiable goals. Our overall goals are (1) to be nominated and (2) to be on the top-ten list.

Quality programme

Sandberg Trygg works according to an in-house model called the C3 model (Create, Convey, Convince). The purpose of our quality programme is to assure the quality of all steps in all projects in our daily work.

C1. Create

In general

The first step is to find a creative way to generate better business and see where, when and how communication can contribute.

Phases

Input session/Workshop
 Background material/Customer interviews
 Define and solve business challenge
 Develop communications plan
 Write and anchor creative brief
 Final approval of plan and brief

Quality owner

Strategic Account Executive
 Strategic Account Executive
 Strategic Account Executive
 Strategic Account Executive
 Strategic Account Executive
 Strategic Account Executive

Deliverables

Approved communications plan and creative brief

C2: Convey

In general

The next step involves creating a communications concept, which is both emotionally and intellectually challenging.

Phases

Creative kick-start
Develop communications concept
Culture and language check
Presentation
Adjustment of proposal
Approval of proposal

Quality owner

Copywriter/Art Director
Copywriter/Art Director
Language Director
Copywriter/Art Director
Copywriter/Art Director
Operative Account Executive

Deliverables

Approved communications concept

C3: Convince

In general

In the last step it is time to produce all the material so that it exceeds the expectations of the target audience.

Phases

Write texts and design layout (images)
Produce the master version
Translation/Culture and language check
Two rounds of approval of proposal
Final approval of proposal

Quality owner

Copywriter/Art Director
Copywriter/Art Director
Language Director
Operative Account Executive
Operative Account Executive

Deliverables

Approved master version and approved local versions

Management's responsibility

The CEO and management group have overall responsibility for Sandberg Trygg's quality management system.