

Case Study

ISO 9001: 2000 and Improved Business Communications

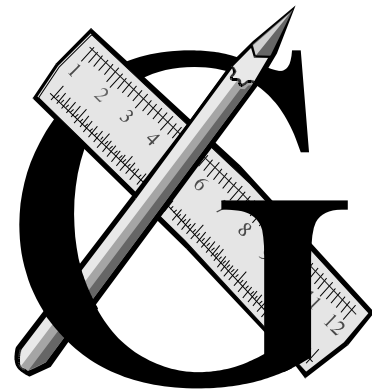
"Our newly adopted ISO 9001: 2000 system has been the cornerstone of our business in the last year and has enabled us to introduce new practices and controls with relative ease. OLC (Europe) Ltd continue to provide consultancy services for us and in particular the personality profiling of our new team members has been of enormous value to us."

Ron Berry, Managing Director of The Agency

Customer The Agency Limited

Profile The Agency Limited are an Isle of Man based PR and advertising company with a long established reputation for providing a quality service to the Islands businesses.

Challenge To develop a quality management system certified to the requirements of ISO 9001: 2000 quality management system guidelines and also to improve business communications.



Solution Central to the improvement of The Agency's business system was a series of training and development sessions in the concepts of personality preference and improving communication for businesses. As such OLC provided a comprehensive seven-month programme of technical support, training and facilitation with a series of process improvements being made to the methods of business communication. Team working and team development was central to the project as cross-functional processes needed to be understood for compliance to the ISO 9001: 2000 quality management standard.

Key Interventions

- The use of the Myers-Briggs Type Indicator (MBTI) to understand personality preference and the role of personality preference in improving cross-functional communications and business effectiveness
- Facilitation, administration and reporting of internal audits and management review activities aimed at ensuring control and sustainability of business and communications improvements
- System modeling and process mapping key business flow and essential activities
- Development of Key Performance Indicators to support business goals and objectives
- Creation of a training matrix and skills gap identification for help in recruitment and selection of employees

Benefits The Agency Limited are the first, to our knowledge, of any UK or Isle of Man marketing and advertising agency to achieve certification to the requirements of the recently revised ISO 9001: 2000 quality management system standard. The opportunity to use this information as a sales and marketing focus is well understood by the management team at The Agency Ltd and consequently future events are currently being planned to benefit from publicising their success at achieving certification to the ISO 9001: 2000 standard.

Further Information

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