5.3 Quality policy

Top management must ensure that the quality policy:

* Is appropriate to the organisation
* Includes a commitment to requirements and continual improvement
* Provides a basis for establishing and [quality objectives](http://www.iso-9001-checklist.co.uk/tutorial/5.4.1-quality-objectives.htm)
* Is communicated and understood within the organisation
* Is periodically reviewed for suitability

Go for something short, sweet and memorable.

Remember, Auditors will wish to test staff's understanding; so internal communication is vital.

### Quality policy sample 1

Company XYZ provides quality management, co-ordination, manufacture and installation services throughout the UK and sometimes abroad. The Company has developed its expertise since its establishment and its aim is to achieve a high standard of construction and service to its customers.

It is the policy of Company XYZ to provide the customer with goods and services to the agreed requirement in accordance with the details and price.

The Directors, Management and Staff are responsible for Quality Control through the Quality Management System seeking improvement by constant review, with suppliers and sub-contractors being encouraged to co-operate. The Company is committed to achieving customer satisfaction by the use of quality procedures which will be operated to meet or exceed the requirements of ISO 9001.

### 5.3 Quality Policy

The quality policy is the only true definition of quality that counts in your organisation. Provided that you take into account the few important items the standard asks for, you can define and measure quality any way you choose.

* Make sure the policy builds on current corporate objectives and values
* It must be fully integrated with those concepts

Part of the reason why you need a well written quality policy is to make your employees understand that their job affects product quality, and therefore the success of the company. Employees must be made aware that their individual contribution is important to the company’s overall success.

### Quality policy sample 2

Our Quality Policy is defined and strongly driven by the following management principles and behaviors:  
• Build a mutually profitable relationship with our customers, ensuring their long-term success, through the understanding of their needs and the needs of their customers as well  
• Achieve our commitments for quality, cost, and schedule  
• Enhance the systematic research and use of best preventive practices at all levels and ensure reliable risk management  
• Drive continual improvement and innovation based upon efficient business processes, well-defined measurements, best practices, and customer surveys  
• Develop staff competencies, creativity, empowerment and accountability  
through appropriate development programs and show strong management involvement and commitment

Company XYZ strives to be the best provider of inspection services in the industry. Through the use of these guiding principles, everyone in Company XYZ is accountable for fully satisfying our customers by meeting or exceeding their needs and expectations with best-in- class solutions and services. Our goal is 100% customer satisfaction 100% of the time.

If the quality policy is simply written to satisfy the requirements of ISO 9001:2008 then it might be worthless. You should keep it simple and keep it relevant to your organisation. Make it meaningful to the people in your organisation.

The quality policy should act as a driver for continual improvement. You will be required to ensure that you continually improve the degree to which the organisation’s products and services meet customer requirements and to measure effectiveness of the processes responsible. To this end the continual improvement principle implies that you should adopt the attitude that improvement is always possible and that organisations should develop the skills and tools necessary to drive improvement.

### Quality policy sample 3

The company believes that its market expects a continually improving service. We aim to continually improve the service we provide to meet our clients requirements and to produce finished work that we can justifiably be proud of.

The company aims to achieve the above by implementing a management system that complies with the international standard of good practice BS EN ISO 9001. It also includes a commitment to meet the requirements of our clients, as well as legal and regulatory requirements. Also to continual development of the system and helping to ensure it remains effective.

Only by providing an outstanding service and product quality will we achieve our aims of long term success and sustained improvements.

All personnel within the company are responsible for the quality of their work. The company provides training and has established systems to assist all personnel to achieve the standards required. While we endeavour to produce work and offer a service that we can be proud of, we have to recognise that we don’t always achieve our own standards. When a customer complains, we are committed to investigating the complaint and will do our best to put right all justified complaints.

The policy, organisation and procedures necessary to achieve the required standards are described in our Quality Management System.

The Quality Manager is responsible for monitoring the quality system and reports regularly to the Managing Director on the system's implementation, status and effectiveness.

The objectives of this company are set out in the Business Plan. Objectives for individual jobs are to carry out he works to the satisfaction of the client and in accordance with the contract as agreed with the client.