

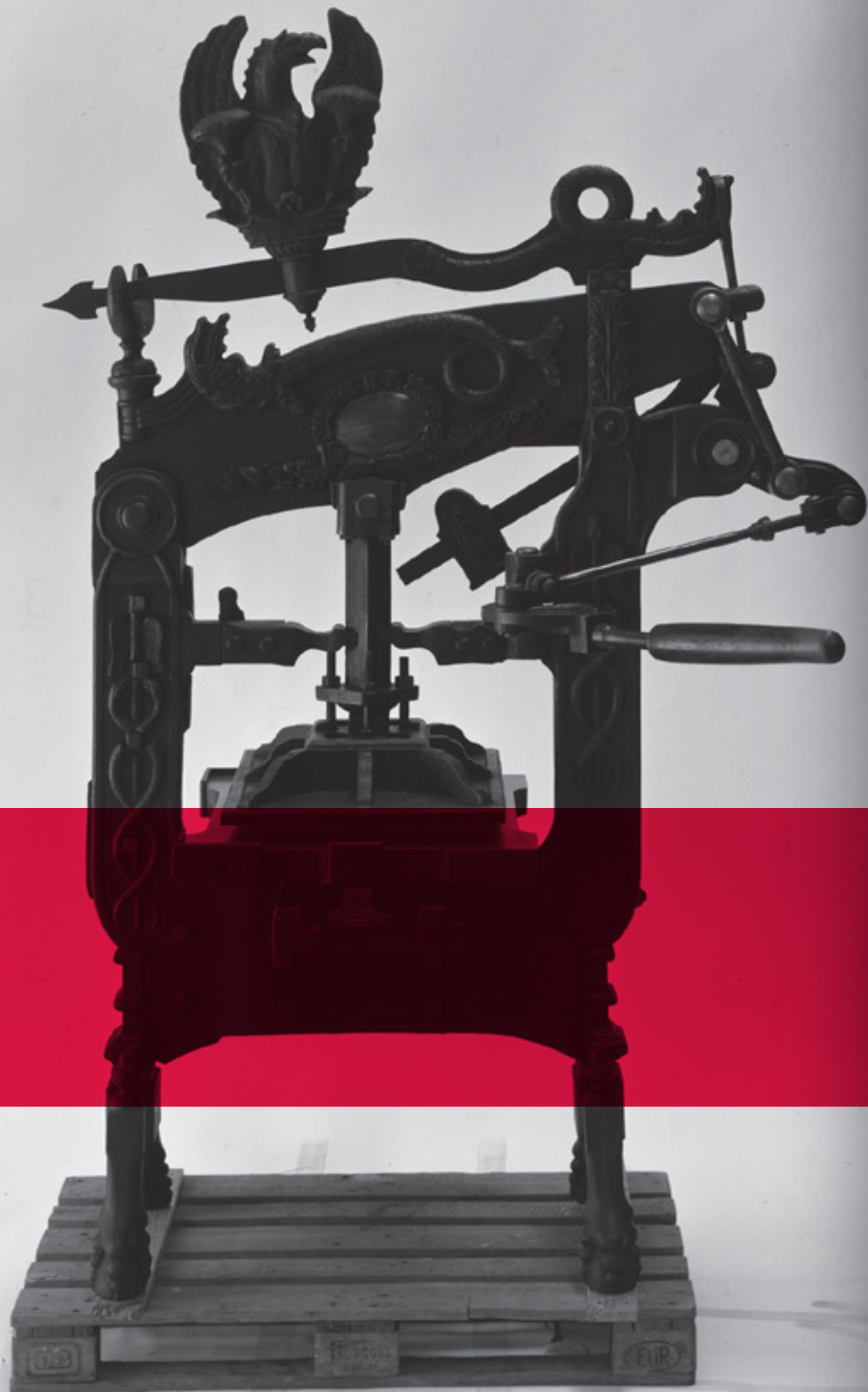
QUALITY ■ SERVICE ■ PARTNERSHIP

Q · S · P
BOOK OF
STANDARDS



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TRUST IS THE FOUNDATION
OF A GOOD PARTNERSHIP
THROUGH COMMUNICATION.





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INTRODUCTION

QSP stands for Quality, Services and Partnership. The QSP is a book of standards presented to all our clients and honored by our employees. All employees should adhere to it by the word, thereby clients would comprehend the core values and standards that the company lives, runs and operates by.

The book of standards is logical in terms of providing the best service and quality through partnership. This book will constantly be updated to meet future needs, requirements and improvements while promising our clients the unprecedented print quality and the best service in the industry. As a reflection of our positioning



MISSION

The mission of PrintPac is to make a positive impact in the world of printing and the environment it operates in, primarily through providing high quality printing results, excellent customer service and a long lasting partnership.

We aim to achieve our mission through using the QSP book of standards, which will enable us to constantly improve our progress and to provide the best service in the industry.

The purpose: to make a positive impact in the world of printing while taking care of the environment.

The business: to help our clients achieve their highest potential through quality, service and partnership

The values: a printing company that is loyal, caring and has high standards of excellence

VISION

To be the top offset printing supplier in the UAE catering to the world by consistently providing excellent, reliable and reasonably priced products and services to our customers through following the essence of the QSP book of standards.

VALUES

We value hard work, honesty, openness, personal effort, continual improvement and respect. We are always committed to our customers/partners and have a passion for printing. We pride ourselves in our work and hold ourselves accountable to our clients, partners and employees by honoring our commitments, providing excellent results and always exceeding our customers' expectations.



“QSP”

THE NEW VISION

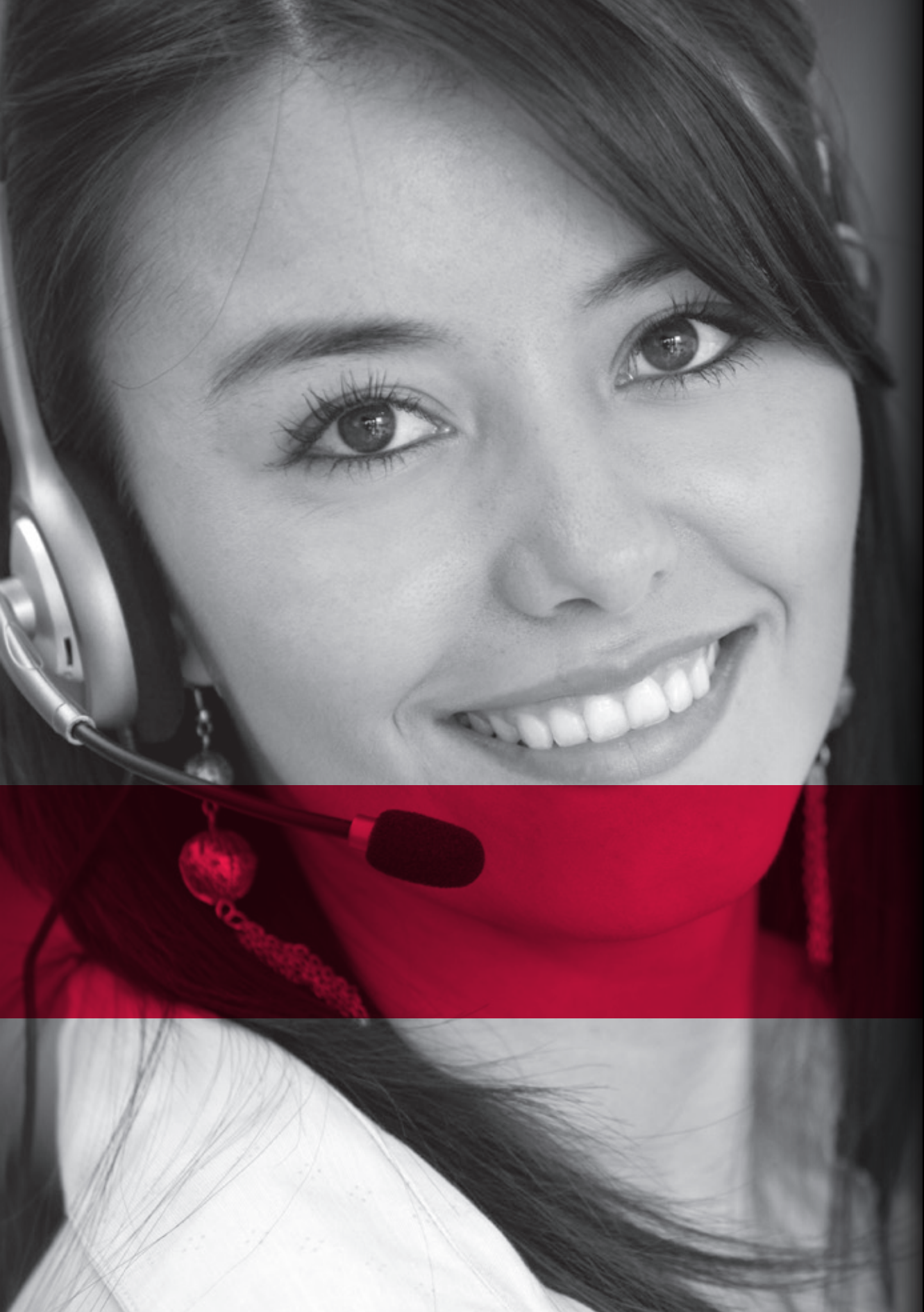
Printpac's Customer Journey

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The customer journey is the experience or the trip that the client undergoes from start to finish when acquiring a printing service; from the moment he interacts with us, till the moment the end product is delivered. Here we specify the cycle of this journey.

Client Journey Phases:

1. The introductory phase (physical, electronic & verbal)
2. Inquiry & response
3. Advise
4. Communicate (printer follow up and client feedback)
5. Process (the printing, quality and results)
6. Deliver
7. Customer Service



THE INTRODUCTORY PHASE

Whether it is face-to-face, online or on the telephone, there are certain rules that should be followed when communicating with clients. This section addresses such matters.

1.a: Physical:

101. Always greet the client in a friendly manner (Al Salam Aleikum, welcome to PrintPac)
102. Always smile to the client
103. Always offer the client something to drink
104. Always maintain personal Hygiene. Employees are required to follow the rules of good grooming and personal Hygiene. Cleanliness and personal neatness are expected at all times.
 - Hair should be worn neatly and kept clean.
 - Beards, sideburns, and mustaches are to be neatly trimmed.
 - Always abide by the official uniform.
105. Present the products and services that we offer to clients through:
 - A corporate profile presentation
 - A site visit showcasing the state-of-the-art machinery and technological innovations for new clients if they require.



THE INTRODUCTORY PHASE

1.b: Electronic

106. Always answer the client in the shortest possible time
 - Never let the client wait on the line unless all call agents are busy handling the needs of other customers
107. Always reply to the client in a correct and relevant way towards his query and concern
108. Inform the client about products and services that the client is interested to know about
109. Always reply in a joyous tone, never answer in an unfriendly or rude manner
110. Always ask the client if there is anything else that we can assist them with
111. Always send the client an introduction about our range of services, our standards and values



THE INTRODUCTORY PHASE

1.c: Verbal

- 112. Never let the phone ring more than 3 times before picking up
- 113. Answer the phone in a friendly, respectable, professional and humble manner
- 114. Make the client know over the phone that you are willing to assist in anyway possible
- 115. Save all customers' names and numbers in the database so that when they call back, information about them would appear in the call log.
- 116. Always provide clients with brief information about us, in a short but effective manner.



INQUIRY & RESPONSE

Here is where clients send an inquiry about their printing and packaging requirements. This is a very important part of the client journey.

An inquiry is the main point of possibly initiating business with a client so it should be considered a very important step in acquiring a job, thus it should be treated as a high priority task.

201. Always get back to the client in less than 24 hours
202. Always ensure the prices given are accurate and competitive; if not the best in the market
203. Never delay a quote, always get it done in the shortest time frame possible
204. Always end the email/phone call with (Shukran, thank you for your interest in our business).



ADVISE

Good advice is priceless; every business should use its experience and expertise to provide its customers with the proper advice.

- 301. It is our job as quality professionals to always give the right advice to our clients in the best interest to their business.
- 302. Competing or conflicting interests must not influence us in giving an honest advice
- 303. Have a duty to our clients to act in their best interests at all times and ensure innovation, care, excellence in our services and advice
- 304. Pay attention to detail focusing on every customer's in-depth needs by asking them questions, listening to their words and tone of voice and observing their body language.
- 305. While applying our views, we must live up to our commitments.
- 306. Resist pressures to relax standards of honesty while giving advice



COMMUNICATE PRINTER FOLLOW UP AND CLIENT FEEDBACK

Communication is the key driver for any venture, business or job to succeed.

Without proper communication nothing can be successfully achieved. Communication with the client is very important to get the job done right and the way the client envisions it. Below are some guidelines on how communication should be handled with clients and how important it is.

401. Ensure that all client get what they are looking for and follow-up with them to ensure that all their needs have been addressed
402. We do not only listen to our clients... We communicate with them
403. The more we engage with our clients the clearer things become and the easier it is to determine what needs to be done
404. There is nothing more important than serving clients' needs through communication at the opportune moment and not a second more.
405. We must ensure that all information and communications, whether oral or written, provided to our clients are accurate and complete
406. Maintain transparency and honesty while communicating with our clients in all financial and commercial matters, both within our own company and when dealing with, or acting on behalf of our clients.
407. We always admit to mistakes (in the rarest of occasions) and take appropriate measures to promptly correct them.
408. Provide information about risks and consequences if quality advice is overruled or ignored
409. Always speak to your client, if there is even the slightest doubt then ask again.
410. Be fair in communicating with all parties. We must apply legal and regulatory standards equitably



PROCESS PREPRESS, PRESS AND POSTPRESS

Printing is what we do, so the job has to be of high quality. Below are a few guidelines for quality printing, employee behavior and practices in order to achieve such results.

501. Quality is everyone's responsibility.
502. Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution.
503. Quality improvement is the primary source of our business
504. We evaluate the entire scope of the job, such as the use of material and design elements of the given project. It ensures the job will be printed correctly just the way the client demands
505. We always print at the highest quality possible that our equipment can handle
506. Investment in the latest technology and our attention to detail guarantees that our quality of printing is second to none
507. You can count on our consistency, quality of work and excellent end-results.
508. Most quality programs fail for two reasons. They have system without passion, or passion without system. We have both.
509. To sustain competitiveness, we continuously update our business practices, processes, and technology



PROCESS PREPRESS, PRESS AND POSTPRESS

- 510. Our goal is to ensure that the multiple divisions of production process are as efficient as possible to ensure that the final results show a predictable quality of printing.
- 511. It is the professional and ethical responsibility of everyone who practices in the field of quality management to uphold the highest standards of professional conduct in the exercise of their duties.
- 512. Continuous improvement and meeting quality standards are key drivers
- 513. Adopt the principles of quality, ownership & responsibility as a way of life.
- 514. As important as what we do is the enthusiasm in which we do it
- 515. What distinguishes us from others is how well we have developed our quality and how consistent we are with providing it
- 516. Targeting a specific standard, or more precisely, the values and specifications within the standard, often requires monitoring of the whole workflow including proofing and prepress operations
- 517. The use of technology automation and process standardization that eliminate print surprises and ensure predictable print results you can count on us every time, no surprises
- 518. We use the top printers in the industry. This ensures that print colors and quality are consistent and accurate on every print run



DELIVER

After printing, the important part of delivering the finished product comes. Delivery not only stands for bringing the product to the client but also delivering the promise and performance of the company as a whole.

- 601. Promise and over deliver
- 602. Deliver on time every time, no delays
- 603. We intend to exceed your expectations about the end-result, we never under-deliver
- 604. A passionate team, reliable service, excellence in output and innovative solutions is what we offer your business
- 605. Always deliver the finished product intact with no wear, tear or damage
- 606. Always use the right packaging for our clients' products and customize it according to their needs



CUSTOMER SERVICE

The client experience is the next competitive battleground. Our customer service has to be immaculate and unique to have a competitive edge over others.

- 701. We should improve our client service with every dot of ink printed
- 702. Know what our clients want most and what our company does best. Focus on where these two meet.
- 703. Customer service is not a department; it is everyone's job.
- 704. A client is the most important visitor on our premises; he is not an outsider in our business, he is part of it.
- 705. To produce outstanding customer service we must service the customer in an outstanding way
- 706. Unless we have 100% customer satisfaction, we must improve
- 707. As excellent service providers, we intend to exceed what other companies offer to their customers
- 708. We resolve problems as quickly as possible. In truth, every client problem is an opportunity to provide outstanding service.