



# Quality management system assures telecommunication customers of a professionally managed and customer-focused service

## Customer needs

- Ability to document the company's best practices
- Better satisfy the requirements and expectations of customers
- Improve the overall management of the company

## Customer benefits

- Enhanced corporate profile and public demonstration of best practice management
- Framework for continual improvement
- Improved customer focus and assurance to customers of a professionally managed service at all times

"We have worked very hard to achieve this and are really pleased to be awarded this certification. Quality service and customer care has always been at the forefront of our business and receiving ISO 9001 certification is confirmation of this."

**Shane Carter,**  
*Managing Director*

[www.sundialtele.com](http://www.sundialtele.com)



## Customer background

Sundial Telecom provides hosted telecommunication services to the SME business and start-up community. The company offers a variety of different services including: email to fax, fax to email, inbound call and fax handling and call recording facilities. Sundial Telecom also provides SMS, IP telephony and web-based services from the same core platform. In June 2010 Sundial Telecom was a finalist in the Federation of Communication Services (FCS) Green Awards for Small Business. The purpose of the FCS Awards is to foster excellence and reward achievement which reflects the key principles of the awards: best practice, innovation and operational excellence.

## Customer needs

Recent economic pressures have led to cost savings being sought across the board. With this in mind, Sundial Telecom decided to develop and implement a quality management system in order to document the company's best practices, better satisfy the requirements and expectations of its customers and improve the overall management of the company.

Sundial Telecom believes that the implementation of a robust management framework will aid the growth of the company and reassure existing and potential customers that the company is being professionally managed.

The management system implemented by Sundial Telecom meets the requirements of the international standard ISO 9001:2008.

The system addresses the design, development and implementation of the company's products and services, together with the pre- and post-sales technical support requirements of its customers.

## Benefits

"The process of writing the quality manual focused the entire team into thinking about how we manage every aspect of the company," says Shane Carter, Managing Director of Sundial Telecom. "Since implementing a more structured approach to management we have seen improvements across our entire operation and have been able to change the way we do things. These improvements continue to pay dividends in every aspect of the business. For example, the first bespoke customer job undertaken after the processes were written for the quality manual was completed in seven days. This would normally have taken at least fourteen days."

"The reaction of the staff has been surprisingly positive. As we were new to the entire process of certification, the terminology used was initially very confusing. It took some time to understand what was required and we did have a couple of false starts, however we soon recognised that most of the procedures and processes were based on things we were already doing so it was just a case of formalising and structuring them. The pre-certification audit, was also very valuable in helping us understand the requirements. If we hadn't made use of this I believe the process would have taken much longer and cost more money."

## Why BSI?

"Our reasons for choosing BSI for certification were simple," says Carter. "We found the company extremely helpful and quick to respond to our initial enquiry. Embarking on the project was quite daunting at first, however a personal visit from BSI helped us understand how to apply the standard to the operation of our entire business and help new and existing staff find and use the sections relevant to their jobs within the company."

"Quality service and customer care has always been at the forefront of our business and receiving ISO 9001 certification is confirmation of this," continues Carter. "Now that we are working to a well defined quality management system we hope to be able to grow the company and become an approved supplier to public sector organisations, who we believe will benefit from our offering in today's current economic climate."

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