

# PRODUCTSHEET | COMPLIANCE AUDIT

## QUALITY AUDIT



## IMPROVEMENT THROUGH QUALITY AUDITING

**Working on sustaining a high level of quality and optimizing your business operations performance is a challenge for many organizations. Mainly, because the path towards proper quality improvement is murky and unknown. How can we achieve the best state of performance for our organization? Which tools can we use? And how can we make sure our products/services are always top-quality, improving customer retention?**

### MANAGING CUSTOMER HAPPINESS

Organizations care deeply about customer satisfaction. Therefore, a lot of effort goes into creating optimal customer journeys, customer processes and ISO-certification. Additionally, many organizations have adopted quality standards or guideline manuals to implement a level of quality across locations. These guidelines can be quite extensive, including standards for facilities as well as performance. Managers tend to put a lot of effort into the implementation of these guidelines, which can be quite challenging. The use of mystery guests or mystery shoppers is also quite common in quality control.

How do you measure the extent to which internal quality guidelines are implemented? Do you leave this up to (location) managers, or do you feel a regular mystery guest suffices? It takes effort, time, and money to independently create an objective overview of the perceived quality in an organization.

To gain insight in the experienced customer journey is very valuable. This includes the implementation of quality standards. The main goal here is to identify the strong and weak links in the customer journey, and simultaneously identify points for improvement.

### OBJECTIVE EXTERNAL AUDITING

An audit carried out by a neutral third party provides objective assessments and advice. The aim of auditing is to determine to which extent an organization lives up to (internal) quality standards and what the perceived quality is.

We use this information to achieve optimal customer satisfaction. Audittrail has been performing quality audits for several years, in multiple countries.

Audittrail performs quality audits based on internal quality guidelines, which we will translate into an objective set of measurable standards. With these standards our experienced auditors visit your business location(s). Our approach to quality auditing is conversation and team effort. Not just ticking boxes but starting a constructive conversation to improve quality together. When a location audit indicates significant shortcomings and fails the audit, we provide pragmatic suggestions for improvement. Making the auditing process successful for all.

Our audit assessment reports are available online and real time for all locations and managers. Together we compile the tooling and dashboards to give you premium insight and allow you to generate analyses and draw objective conclusions. All audit reports released by Audittrail Group are 100% checked by peer reviewing.

### BENEFITS

- Independent audit of quality processes;
- Experienced Auditors;
- Auditing method scalable to include many (200+) locations;
- Visual dashboard with hands-on reporting, 24/7 accesible.



**Audittrail**  
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