

## Quality Policy



**Prepared by**

REAS Group Ltd

**Date**

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Bring  
the  
future  
to life

## — Company information

# Hello and welcome.

### Introduction

REAS Group is a digital content and software company, founded in 2015 by Robert Lee. From inception, our mission has always been to better connect brands to their audience, users and a customers, helping to develop greater knowledge, insight and understanding of each other's needs and desires. We continue to do this through our brilliant visual concepts, gorgeous cinematography and powerful software that drives positive engagement, builds recognition and trust while ultimately promoting brand loyalty that is reflected in our clients' bottom line.



We "Bring the future to life" in the production of your content with our creative flair and finesse, utilising the very latest in cutting edge video production tools and technology. Our work can be seen in the activities of global brands across different industry sectors from accreditation and standards bodies, to international automotive organizations.

The mortar that binds our bricks is our amazing people and their storytelling abilities, which is drawn from their diverse social and cultural backgrounds. We pride ourselves on being an inclusive brand and an ambassador for diversity. Over 50% of our team is made up of people whose first language is not English, a third of our workforce is based abroad and a third of our employees are women.

## — Quality Policy

Our quality policy has been stipulated by our company management system. REAS Group is committed to applying and continuously improving the quality management system according to ISO 9001:2015. Our quality policy sets out a framework for our quality objectives and is regularly reviewed to make sure it is still fit for purpose.

For us, quality management encompasses the quality of our products, services, processes and outputs. We are committed to understanding our customer's requirements in order to provide them with modern and engaging, creative solutions. Our software product and creative services are designed to generate leads and enhance an organisation's marketing efforts.

## — Process and improvement

We seek to exceed our customer expectations by regularly improving and enhancing our process flows. These improvements are initiated by our employees through internal audits or external input.

## — Customer satisfaction

Ensuring customer satisfaction is incredibly important to our business, which is why we regularly review whether we are meeting customer needs and how we can improve this.

We work continuously to improve product quality and supply reliability as well as our service, in order to further increase customer satisfaction. Customer feedback is an important tool that we can use to improve ourselves so is recorded and acted upon.

## — Employees

Our employees are our most valuable asset and we invest in them. They have been selected for their professional and creative skills as well as their personal qualities. They receive regular training for their continuous professional development. We encourage creative freedom and responsibility at every level in the REAS Group hierarchy.

Our four company values are trust, support, respect and inclusion.

## — Suppliers

We seek to forge strong and lasting relationships with our chosen suppliers. We only work with those equally committed to quality, customer satisfaction and sustainable service.

By working closely with our suppliers we can create mutually beneficial relationships which put commitment to continual improvement first.

REAS Group complies with all relevant statutory and regulatory requirements, and constantly monitors quality performance, so we can implement improvements when appropriate. Staff awareness and understanding of this policy and our quality management system are specifically promoted and reinforced through regular meetings.

A stylized, handwritten signature in grey ink, appearing to be 'R. Lee' or similar, located at the bottom left of the page.



**Get in touch**

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