

The Effectiveness Company Auditing Services



“Knowledge is not achieved until shared.”
Anon

The Effectiveness Company provides business auditing services under ISO conditions for a variety of areas.



EFFECTIVENESS COMPANY

Audit Methodology

Auditing is the evaluation of a person, organization, system, process, project or product to ascertain the validity and reliability of information and provide an assessment of a system's control. Auditing involves the use of "processes," which are sets of questions asked or directions given by an auditor in order to express an opinion on the person / organization / system / process / project or product under evaluation.

A Quality audit is the process of a systematic examination of a quality system carried out by an internal or external quality auditor or an audit team. It is an important part of organization's quality management system and is a key element in the ISO quality system standard, ISO 9001. The aim is a continual process of review and assessment, to verify that the system is working as it's supposed to, find out where it can improve and to correct or prevent problems identified.

The focus of audits has shifted from purely procedural adherence towards measurement of the actual effectiveness of the Quality Management System (QMS) and the results that have been achieved through the implementation of a QMS. Auditing is one of the most powerful safety monitoring techniques and an effective mechanism to avoid complacency and highlight slowly deteriorating conditions, especially when the auditing focuses not just on compliance but effectiveness.

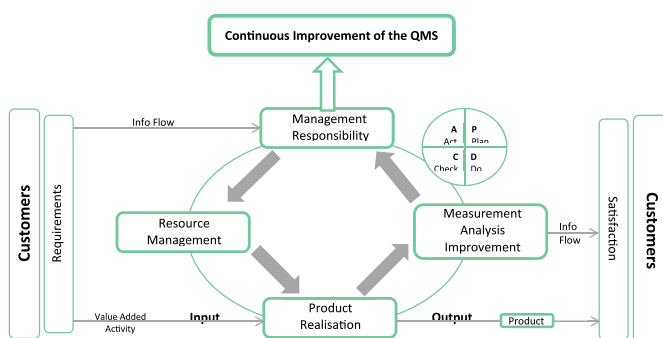
Audits do in many instances relate to Quality costs or, more accurately, to the Cost of Poor Performance. In analyzing quality costs, a cost of quality audit can be applied across any organization.

The Effectiveness Company's overall Auditing function institutes the necessary Corrective Action Plans demonstrating the benefits, value and functionality of the Field Audit function. Furthermore it allows the Corporate and Brand Strategy to be implemented with greater confidence throughout the Client.

The Auditing process:

- Is aligned to the guidelines provided in ISO 9001.
- Ensures alignment to the Client's Quality Management System.

An illustrated representation of the QMS and how it is consistently measured & revised to ensure Continuous Improvement:



ISO 9001 / 20000

ISO is a set of standards for quality management systems and is maintained by ISO, the International Organization for Standardization and administered by accreditation and certification bodies.

An organization that has been independently audited and certified to be in conformance with ISO 9001 may publicly state as such.

Certification does not guarantee any quality of end products and services; rather, it certifies that formalized business processes are being applied.

Some of the requirements in ISO include:

- A set of procedures that cover all key processes in the business.
- Monitoring processes to ensure they are effective.
- Keeping adequate records.
- Checking output for defects, with appropriate and corrective action where necessary.
- Regularly reviewing individual processes and the quality system itself for effectiveness.
- Facilitating continual improvement.

Required outcomes based on ISO 9001:2000:

- The quality policy, a formal statement from management, is understood and followed at all levels and by all employees.
- Everyone must have access to up-to-date process documents and be aware of how to use them.
- All key processes must be mapped out and controlled by monitoring, measuring and analysing.
- For each process, there must be a procedural document.
- You need to regularly review performance through internal audits and meetings. Determine whether the quality system is working and what improvements can be made.
- You need documented procedures for dealing with actual and potential non-conformances.

Advantages of an ISO 9001:2000 certification:

- Provides a model for quality management systems that makes an organisation competitive.
- Creates a more efficient, effective operation.
- Increases customer satisfaction and retention.
- Enhances marketing.
- Improves employee motivation, awareness, and morale.
- Increases profit / return on investment.

ISO 9001 can be implemented without certification, simply for the quality benefits that can be achieved. Good business judgment is needed to determine its proper role for a company. Is certification itself important to the marketing plans of the company? Even without certification, companies should utilize the ISO 9001 model as a benchmark to assess the adequacy of its quality programs.

Building the Audit Services Model - Process Need

Usually the requirement from a Client is to ensure:

1. An Independent function that objectively audits selected area.
2. Capturing of real time information according to the Client's requirements.
3. Red Flags Issue Management and rapid escalation to the right people.
4. Macro trend analysis.
5. Relationship building through Brand Ambassadors.
6. The right material, is in the right place, displayed in the right way, at the right time.
7. Simple effective operational delivery that management does not have worry about.

The Effectiveness Company accomplishes the above through their tried and tested methodologies and toolkits.

Model

The standard Auditing Services Model which The Effectiveness Company implements will include:

1. Performance management, monitoring and measurement systems.
2. Service and Auditing Performance documentation and reporting.
3. Complete, continuous and timeous transformation compliance as required by the Client.
4. Effective Corrective Management of performance, process, infrastructure gaps.
5. Closing the Performance Gaps in a manner which enhances overall performance incorporating on-site completion if applicable.

Implementation

Implementation will constitute:

1. Generic and scalable processes within Field Audit Services.
2. Ensuring all role players fully understand the new processes and performance measures.
3. Monitor, test, review and document of results to assess added value to the Client.
4. Measurement of results against deliverables within required timescales.

Continuous Performance Improvement

Performance Improvement is a systematic process that:

1. Considers the organisational context.
2. Identifies gaps between actual and desired performance.
3. Determines the scope of work.
4. Chooses one or more Corrective Action Plans aimed at closing the gap.
5. Closes the Gap to ensure no re-occurrence.
6. Measures the change in performance.

The Effectiveness Company ensures this is implemented as part of the implementation phase.

IT Technology

The Client will benefit from sophisticated technology supplied by The Effectiveness Company which will:

1. Direct the Auditor to the scheduled Audit plan.
2. Control the process of activity within the Audit.
3. Direct and validate information collection.
4. Red Flag Management systems providing instantaneous and



accurate information.

Results Enhancers

- Same Day Data Collection / Capture / Analysis of Audit Data

- Same Day Branch Feedback / Re-enforcement and Corrective Action Plans.
- Full Red Flag Issue Management.
- 3 Step Feedback Process between Client and Field with only 2 Hand-off's.
- Performance Review – analysing the information feedback received allows the Client's key decision makers to meet and share data and thus reinforce or change the Client's strategies and procedures.
- Database – Updated data of every audited area with respect to the criteria as prescribed by the Client will them to match input to sales and productivity, by outlet.
- Core Focus – Outsourcing non-core but critical functions, allows the Client to concentrate on their core functions.
- Increased Reference Credibility – Increased service orientation through the current mechanisms alone creates a stronger platform for future reference by Customers touched by the improved experience.
- Decreased Call Centre In-bound Activity – Increased Branch Image, Identity and Service levels drops in-bound queries al-



lowing insight into improved out-bound Customer service and ultimately loyalty.

The Auditing Process

Initiating the Audit

- Appoint and Audit Team
- Define audit objectives, scope/criteria
- Determine feasibility of the Audit
- Establish initial contact with Auditee

Conducting Document Review

- Review relevant documents
- Including questionnaires, weightings, records and determine their adequacy with respect to audit criteria

Prepare Audit

- Prepare audit plan
- Assign work to the team
- Prepare work documents

Conducting Audit

- Conduct Audit
- Collect and validate information

- Generate audit findings and scores
- Prepare audit conclusions and
- Corrective Action Plans (CAP)
- Present validated data

Preparing/Approving/Distributing

- Report
- Prepare audit report
- Identify common areas and trends
- Approved and distribute audit report

Complete the Audit

- Ensure completion of 1 – 5

Conduct Audit Follow Up

- Follow up ensuring CAP closure

KEY BENEFITS TO THE CLIENT

The solution will be structured in a manner to provide the following benefits to The Client:

- Effective real time monitoring and reporting, allowing proactive, time-ous corrective actions.
- Maintain compliance to the cycle requirements.
- Consistent messaging is being communicated by all client-facing staff in all points of representation.
- The right branded material is in the right place, displayed correctly, at the right time.
- Increased customer satisfaction – awareness; service and product performance, retention.
- Transforming customer feedback into more productive ways of meeting their needs.
- Relationship building within the Branch network.
- Increased staff productivity and control.
- Territory management.
- Red Flag management and rapid escalation to the right people.
- Simple effective operational Outsourcing that management does not have worry about.
- Increased value from the field services team.
- Training may be added to call objectives.

Conclusion

The Effectiveness Company's pedigree, experience and client oriented focus will support the Client in executing its strategic objectives, from consistent field servicing of their retailers and customers to the development of further strategic opportunities within all segments of the market-formal or informal.

The purpose for delivering the performance, which The Effectiveness Company will provide is to:

- Achieve its given strategy through an execution vehicle that provides sustainable business transformation via a managed services factory.
- Achieve alignment between the strategies, goals and objectives of the Client, and that of the teams and individuals in the Organisation.
- Manage the Branch Sites towards the achievement of the overall business strategy.

In addition to achieving the business plan objectives, the performance vehicle ensures that best practice for the whole organization is introduced, including:

- Adding value to the consumer by improving the process around growth and the development.
- Ensuring that staff works at the required levels.
- Ensuring retailers exhibit the expected behaviour.

Partnering The Effectiveness Company on the solution for these predictable outcomes allows the Client to concentrate on their core competences and functions.



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