



WILLIAMS MEDICAL SUPPLIES PLC

QUALITY POLICY

Our aim is to provide exceptional customer service resulting in increasing repeat orders and customer referrals.

Quality is defined by the customer, not by us. The customer needs appropriate advice, information and service, which directly meet their organisation's needs and expectations. This should be delivered in a personal and efficient way and at a competitive price so that Williams Medical Supplies plc is perceived as providing both real value and the highest quality service.

Quality can be best achieved by consulting our employees and our customers, listening to what they say and acting on their suggestions, thereby preventing problems rather than by correcting them after identification by the customer.

All work and actions carried out by Williams Medical Supplies plc staff affects the customer's perception of our service and value. Everyone can directly influence the quality of the service and, ultimately, the customers' satisfaction with Williams Medical Supplies plc, resulting in repeat or referral business.

Quality requires continuous improvement. We all need to contribute ideas and actions to realise these improvements.