

QUALITY GOALS 2011

Processes

Integration of the Across CAT instrument with the goal of processing 80% of the volume of orders for translations in editable format.

Launch of a client portal for placing orders and monitoring orders for translations, interpretation and language tuition.

Implementation of a new CMS web and re-design of the web and POS materials.

Preparation of a new brand strategy and communication strategy.

Implementation and certification of the environmental management system according to ISO 14001

R: CD, GPM.

T: 12/2011

Business

Achievement of business goals for 2011

Monitoring purchase and sales prices with the objective of effective sales

R: CD, GPM

T: 12/2011

Customers

Active business activities with the goal of increasing sales by 10%

Implementation of the MAX fidelity program for customers

A new business department for the Prague region (all products)

R: CD, GPM

T: 12/2011

Suppliers (partners)

Implementation of an automated system for assessment of suppliers with the goal of providing regular feedback

Methodological support and training of suppliers – methodological seminars and training courses at least twice a year

A first-rate and reliable database of suppliers- current availability and assessment

Analysis of requirements placed on suppliers with the goal of assuring sufficient resources

Updating terms and conditions in contracts with suppliers

R: CD, GPM

T: 12/2011

Employees

Identification of employees with the company's vision and goals in order to improve our employees' awareness in the field of provision of services and environmental protection.

Systematic education of our employees with the goal of increasing the quality of customer services

Increasing the attractiveness of the company as an employer, increasing employee motivation and loyalty in the form of personnel work with employees and changes to the motivation program.

Creation of first-rate working conditions and opportunities for all employees with the goal of stabilizing the work team.

R: CD, GPM

T: 12/2011

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