



Quality Policy Statement

Our Business

KCOM is one of the UK's longest-established communication companies, connecting customers since 1904.

Our principal activities are:

- **KCOM Consumer** is the leading communications provider in Hull and East Yorkshire, connecting homes in the region to our award-winning full fibre internet and phone services. The team are redefining the in-home experience with new capabilities for personalisation, prioritisation and protection of customer's connectivity.
- **KCOM Enterprise** supplies wholesale connectivity and voice services to KCOM's Consumer team and other communications providers in the region. It also partners with thousands of small businesses, major public sector organisations and local charities to supply their connectivity and other services.
- **KCOM Networks** maintains and supports KCOM's internet networks and infrastructure, underpinning the connectivity offered through Consumer and Enterprise and ensuring a fast, reliable and safe network for our customers and partners.

Our goal at KCOM is to build on our leading position in the region to redefine the power of connectivity with pioneering products, services and experiences for our customers and partners, delighting them in every interaction they have with us.

Our Strategic Objective

- ✓ To redefine the **power of connectivity** as the **leading platform** for our region

Our Strategic Approach

- ✓ To deliver **targeted investment** in growth areas and **realign the business** to best serve customers and partners.

Our Strategic Pillars

- ✓ **Connectivity Leadership** – To lead digital connectivity in our region on reliability, speed and scale.
- ✓ **Innovating for Growth** – To innovate products and experiences that our customers want and need.
- ✓ **Customer First** – To deliver excellence every time in customer service.
- ✓ **Future Fit** – To harness agility, flexibility and simplicity in a rapidly changing world.

Quality Management System

To support our ambition, KCOM maintains a Quality Management System (QMS) which is certified to ISO 9001:2015.

To achieve this ambition, we will:

- ensure our systems and processes support the business requirements and services.
- provide assurance to ensure the appropriate systems and controls are implemented across the business.

- assess and manage the risks of our systems and processes.
- establish key objectives that support continual improvement, are measurable and that are subject to ongoing monitoring.
- communicate our key objectives and business performance throughout the organisation.
- provide our people with the necessary resources, training and information.

To embed our values into our everyday working lives, which define who we are, what we do and how we do it. **The KCOM Way** provides a framework through which we can continuously manage our performance, work together and encourage new talents as they grow and develop.

1 – Passion for Progress

We've been raising the bar for 120 years, and we aren't about to stop now; permanently restless, always striving for better, we don't wait for permission to try new ways but keep pushing to improve our service, spot opportunities others might miss, and go that extra mile.

2 – Shoulder to Shoulder

Whether we're dealing with a big issue or just getting down to the to-do list, we succeed together; supporting and inspiring each other to raise our game, lighten the load and make the most of what each of us does best.

3 – Authentic and Confident

We do what we say and say what we think. Direct, honest and down to earth, we speak up for what we believe in, embracing others for who they are, investing time to build a real sense of community spirit.

4 – Seeing it Through

Full of grit and determination, we're great in a crisis; always willing to grab a task with both hands and crack on. We see things through to the end, even when they're tough or tricky; perfecting the details on every job to do our customers proud.

All KCOM employees are responsible for implementing and maintaining the QMS, and the Executive Leadership Team will ensure that sufficient resources are provided to enable compliance with this policy. This policy will be reviewed annually to ensure that the management system and associated quality objectives are effective, consistently implemented and that we continually improve our performance.

As a responsible business and in line with our ambition and strategic focus, we are committed to fulfilling our legislative and regulatory obligations and ensuring we consistently deliver excellent customer service.

Tim Shaw

Chief Executive Officer