



# 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 **align 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 work every day, so that we can deliver the best experience for our customers.

### 1 – Make it happen

We're empowered to own it, see it through, and make things happen. We step up, give it our all and learn from every challenge.

### 2 – Quick to act

We're decisive and act fast to keep momentum strong. We stay tuned in and respond quickly to customer's needs.

### 3 – Better every day

We're curious and brave, always raising our standards and looking for better ways. We are resilient and resourceful, enabling us to adapt well to change.

### 4 – All in together

We pull together and back each other, working as a tight-knit team. We're open, honest, and upbeat, building trusting, positive relationships.

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.

Richard Schäfer

Chief Executive Officer