

# Client Satisfaction Policy Statement

Ensuring client satisfaction is of the highest priority at SystemSeed. Our company is only successful because we make our clients happy.

We ensure client satisfaction by:

- **Leading with user needs.** We invest time with our clients at the start of every engagement to help them define their real user needs. This is the best way to ensure project success for the client.
- **Prioritizing collaboratively.** Throughout our engagements, we work with our clients to continuously prioritize and re-prioritize project features. Our clients make the ultimate decisions on what should be done and when, and we help them to focus on the elements that will provide the highest value to them and their users.
- **Developing an MVP first.** MVPs (minimum viable products) are the best tool for checking that the right product is being created in the right way. We educate our clients on the benefits of MVPs and together define what their MVP should include. We then gather real user data on how the MVP is being used, to save the client time and money when developing it further.
- **Transparency & communication.** We provide our clients with access to our project management tools, including project backlog, time tracking, and invoicing. We create a dedicated Slack channel for each project which clients are invited to, and that our clients and team members use for open conversations about the project.
- **Regular meetings, demos and retrospectives.** Clients are invited to participate in all project meetings, including daily standups, regular demos, and sprint retrospectives. This means there is always client awareness of what is being done on a project and why. Clients are able to help guide our work as part of these sessions and surprises are minimized.
- **Clear pricing.** We provide a single blended rate for all our work, so clients are clear on what our time costs - whoever is working on their project. We estimate the time required for all activities at a granular level, and clients are able to view these estimates in our project management tool. They are often also part of the estimating process. Additionally we provide range estimates for our projects, so that clients can see how

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unknowns influence the cost of a project. This means we don't overestimate or try to recoup costs on change requests.

- **Flexible agreements.** All client agreements include an element of flexibility which is clearly stated. For example, monthly support budgets can roll-over or hours can be front-loaded to achieve a specific objective in a shorter amount of time whilst keeping to the original payment schedule. We also allow support hours to be used for project enhancements.
- **Quality delivery.** Quality delivery at every stage of an engagement is what has the biggest impact on client satisfaction. We are rigorous in our recruitment process to ensure that our team-members have excellent skills, put the most appropriate people on each project at each stage, and have a robust quality process within each project activity from strategy to deployment.
- **Excellent support.** We emphasize the importance of consistent maintenance and support of our projects. Providing fast and effective support to our clients once a site has been launched means that they continue to benefit in the best way from the online software that we create for them. We adhere to a high standard of SLA (support level agreement) and minimize support issues through automated testing.

This policy applies to all client engagements and all persons working for us or on our behalf, including employees at all levels, directors, officers, and long-term team members. This policy does not form part of any employee's contract of employment and we may amend it at any time.

### **Responsibility for the policy**

Client satisfaction is the responsibility of each individual person at SystemSeed through our own work. The Company has primary and day-to-day responsibility for implementing this policy, monitoring its use and effectiveness, dealing with any queries about it, and auditing internal procedures to ensure they are effective in providing satisfaction to our clients.

Management at all levels are responsible for ensuring those reporting to them understand this policy and are able to assist in its implementation for the projects they are part of.

You are invited to comment on this policy and suggest ways in which it might be improved. Comments, suggestions and queries are encouraged and should be addressed to the Managing Director.

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### **Compliance with the policy**

You must ensure that you read and understand this policy. You are encouraged to raise client satisfaction issues and opportunities with your line manager, mentor, and colleagues.

If you think that we are failing to deliver client satisfaction through the steps mentioned in this document, raise it with your line manager or a company Director. We aim to encourage openness and will support anyone who raises genuine issues in good faith under this policy.

### **Communication & awareness of this policy**

All team members will be made aware of this policy as part of their onboarding process. It will also be published to the Policies page of our website and raised as part of our regular team training and development activities. All activities that we use to ensure client satisfaction are built into our project processes, and so team members are also made aware of them as part of regular project activities.

Signed Off By:

A handwritten signature in black ink that reads "Anthony Fox-Davies".

Anthony Fox-Davies, 2022

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