

V.O.I.C.E

Values and Respect

We value to create an environment in which our people and customers feel welcome. We believe in delivering the best service with integrity along with enthusiasm. We are respectful, professional as well as unique. We celebrate differences, think creatively and continuously raising the bar.

We respect each other. Respect guides all of our daily interactions – with each other, with our customers and with our products. Respect needs to come from top down but also from bottom up. It is about creating a working environment where all employees are listened to and valued. This means we always treat others in the way in which we wish to be treated ourselves. Morally, ethically and politically.

Looking after the work area and removing any hazards as part of our day to day role is fundamentally about respect.

Open and honest communication helps to build a respectful environment and polite criticism can make us better.

Our Values are a journey, not a destination; we are always evolving and moving forward.

Optimism

We look at things with a positive eye and an open mind, trying to see the good in things first. We are continually planning and working for success, choosing to contribute rather than criticise and looking to future with enthusiasm.

We believe design thinking is a powerful tool for innovation. We believe in continual improvement and that our goals and outcomes must be measured. We believe in ourselves.

We believe empathy is the foundation of any true relationship. We believe honouring differences makes us stronger. We believe we all have the capacity to learn, grow and become a better version of who we were yesterday.

Everything we do is with an effort to foster an environment of optimism, even in the toughest of situations.

Integrity

Without integrity nothing else matters. It is honesty, trust, humility, and doing the right thing above all else. It is who we are.

We honor commitments and we will never compromise ethics.

The value of integrity applies to all our employees. It is vital we work with trust, transparency and honesty; and we always strive to demonstrate those characteristics in our daily work and in our dealing with our clients.

Customer Centricity

We think holistically, strategically, and we are proactive rather than reactive.

We aim to develop the respect of our customers, suppliers and employees by providing an environment of trust, teamwork and involvement of all parties. We respect all individuals and value their contributions.

Our customers are the reason for our success in business, and we are committed to listen and respond positively to their needs.

We:

1. Solve for a specific customer need
2. Focus on lifetime customer value
3. Always look for product improvements
4. Are passionate about happy customers
5. Going above and beyond
6. Crave our customer's feedback

Efficiency Ethos

Practical, Fast, Focused, Simple, Flexible, Save Cost.

To achieve all this and more, and to remain profitable while doing so, we recognise the need for the organisation to show the highest levels of efficiency at all times and at all levels of the business. Every gear in the company is turned more efficiently when the work is focused yet fast, practical yet economical, flexible yet simple. We have always been about being able to do more with less. We believe in hard work and putting in the extra effort to get things done. We believe in operational excellence, and realise that there is always room for improvement in everything we do.

We are obtaining the best possible outcome in the least wasteful manner by maintaining dynamic, relevant policies and procedures while consistently supporting a quality workforce.

We grow because we take on new challenges. We must all not only to not fear change and challenge, but to also embrace it enthusiastically, and perhaps even more importantly, to encourage and drive it. We must never lose our sense of urgency in making improvements.

Our efficiency ethos underpins our performance across the company.