



Agenda Customer Values Initiative - December 2008

Putting the client at the centre of everything they do has long been a motto of Agenda. However, following a series of customer awareness and customer care courses at the Agenda Head Office a set of customer values (Client Focus) have been developed to align with the existing Agenda staff values (Internal Focus) and show the direct link between the Agenda values whether an internal or external client.

The table below shows the strong relationship between the values and ties in with ongoing training and development programs based upon customer awareness and total quality management. Throughout 2009 Agenda will be developing further initiatives to develop its customers services based upon the values below.

Business Value	Agenda Value	Internal Focus	Client Focus
Philosophy	Approach	To provide a friendly and Professional service	Our philosophy is to provide you with honest, trustworthy services that are both friendly and professional
Customer Focus	Goal	To provide customer focused services, to be responsive and attentive to our clients needs	To be customer focused and to listen to better understand your needs and to deliver our services on time, to your requirements and to the agreed costs every time
People and Integrity	Equality	To treat each other with dignity and respect	To operate in a fair and responsible way and to treat clients, suppliers and each other with dignity and respect
Performance	Navigate	To monitor performance to steer business forward	To actively monitor our performance and maintain timely and effective communications
Innovation	Development	Be innovative in developing our people and our business	To promote an innovative culture and to continually develop our people and our services, to anticipate and develop solutions to meet your future needs
Quality Focus	Added Value	Go the extra mile by offering a responsive, efficient value added service	To be quality focused and responsive and to provide additional value to all of the services that we provide to you